E&P

July 29, 1978
This issue $4

Editor & Publisher

®THE FOURTH ESTATE

"The power of persuasion."

Charles W. Bailey, Editor
Minneapolis Tribune

The cry of the self-righteous journalist is a characteristic sound of the seventies. Some publishers cite the First Amendment to seek special economic privilege. Some editors assert "the public's right to know" to justify publishing trivial gossip. Some reporters use their delegated responsibility for monitoring institutional performance to justify rudeness or arrogance.

In these and other ways, to use Ed Lahey's memorable phrase, we sometimes begin to believe that we *are* what we merely *represent*.

But around our state these days, editors and reporters may be a little more civil, more conscious of the need to be fair – and more careful to "get it right" – because of the Minnesota Press Council. It is a non-governmental body. Its membership is evenly divided between news and non-news people. It receives complaints, holds hearings, issues statements. It has no power whatever except that of persuasion and publicity.

We spend a lot of time dealing with the Council; as one of the state's major papers, the Minneapolis Tribune is a favorite target for complaints. The process is often a pain in the neck. It is occasionally an embarrassment. Most complaints against us are tossed out, but sometimes the complainant is right, and we have changed some of our procedures as a result.

In a society where government may not regulate an institution as powerful as the press, it's useful to have some non-coercive device to monitor its performance. A little more of that (and a little less knee-jerk defensiveness on our part) might go far to offset the hostility we currently encounter in the courts and elsewhere.

1978
SYNDICATE DIRECTORY
Editor & Publisher's Annual Pull-Out Section

NEWSPAPER
SECOND CLASS P.O. ENTRY

F001954
SERIALS DEPT
UNIVERSITY MICROFILMS INT'L
300 N ZEEB ROAD
ANN ARBOR MI 48106

BACK-UP *YOUR* FRONT PAGE
(AND ALL YOUR PAGES)
WITH Front Page® PLATES

THE PLATES WITH "BACK-UP POWER"

Throughout the industry, plants of all sizes, from smallest to largest, are discovering the Western FRONT PAGE plate.

Anodized, brushed grained, and especially designed for the newspaper industry, FRONT PAGE offers trouble-free performance and complete dependability—provides easy make-up, fast roll-up, a hard, abrasion-resistant surface—and something, more—"BACK-UP POWER."

When you need him, a Western Technical Representative is always available.

"BACK-UP POWER" is many things, and Western Litho Plate is the company that offers it. "BACK-UP POWER" is 26 Western Technical Representatives ready to serve you personally and assist you in solving technical problems. "BACK-UP POWER" is 130 Dealers strategically located throughout the nation, ready to supply you with all your plateroom needs. "BACK-UP POWER" is a complete line of plateroom products specially designed for the newspaper industry—everything you need in plates, chemistry and plateroom machinery. And most important—we offer experienced people—years of experience in the newspaper industry.

That's right—when you use Western FRONT PAGE plates, you have "BACK-UP POWER"—real flesh and blood people to serve you at your plant with the technology and products you need.

So BACK-UP your front page with FRONT PAGE plates and see the difference in your sports page, your comics, your classifieds . . . ALL your pages.

We look forward to being of service to you. If you would like a Western Technical Representative to call, just phone our toll free number 800-325-3310.

western LITHO PLATE

NEWSMASTER

3433 TREE COURT INDUSTRIAL BLVD., ST. LOUIS, MO. 63122 • PHONE TOLL FREE 800-325-3310

NEWSMASTER IS A FULL LINE OF PRODUCTS ESPECIALLY DESIGNED FOR THE NEWSPAPER INDUSTRY—PLATES—CHEMISTRY—PLATEROOM MACHINERY

Bill Heasley: An Executive in the Panax Style

Bill Heasley is Director of Circulation for the Panax Corporation. He knows what the Panax Style means because he's had a major part in developing it.

From 1969 to 1974 he was involved in several Panax publications in Michigan: The Ingham County News, The Daily Eagle in Wayne, The Macomb Daily, Mt. Clemens. He left his mark on each one of them. In the Detroit area alone he helped achieve a 300% growth in circulation.

Those who have worked with Bill say he gets his dramatic results with soft spoken competence. And his leadership in creatively using new methods in promoting circulation, has not only helped him rise in the corporation, but has been an example for Panax circulation employees.

Bill says that "the sense of urgency to get the job done well," is what the Panax Style means to him. For Panax, that means Bill Heasley is one of the important reasons for our success.

PANAX
NEWSPAPERS

Box 1860, East Lansing, Michigan 48823

In these times of high costs it's good to know . . .

ACB's Checking Proof Service still costs less— costs less than doing it yourself!

ACB's Checking Proof Service is still a SAVINGS TO PUBLISHERS—not an extra expense. (Some papers say it would cost them two to four times as much to do it themselves!)

The reasons? HIDDEN COSTS—all the people and paperwork complexities that add up to a lot more than just "tear sheets." No wonder virtually all U.S. dailies prefer the economy of ACB Checking Service. Consider . . .

ACB gives you not only lower cost, but a more complete service than any paper itself can provide. ACB checks and forwards every national ad in your paper, automatically, to the agency or advertiser. (Certain local tearsheets are serviced, too.)

So ACB saves you overhead, time, energy and money—in record-keeping, collecting pages, handling requests, typing, mailing, postage, and all the detail of it.

ACB is able to do all this for you at lower cost because of our related services which have been developed and sold to manufacturers and agencies. Services such as Newspaper Advertising Research and Cooperative Advertising Administration—all of tremendous value to the newspaper industry.

It's good to remember that our old news is still the best news about the cost of checking proof service.

You can't beat experience.

ACB The ADVERTISING CHECKING BUREAU, INC.

Call your nearest ACB office.

NEW YORK: 2 Park Avenue, 10016; Phone 212/685-7300
CHICAGO: 434 South Wabash Avenue, 60605; Phone 312/922-2841
COLUMBUS, OHIO: 941 North High Street, 43201; Phone 614/294-4761
MEMPHIS: 52 South Second Street, 38103; Phone 901/526-3281
SAN FRANCISCO: 1453 Mission Street, 94103; Phone 415/552-6000

EDITOR & PUBLISHER CALENDAR OF EVENTS

AUGUST						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

SEPTEMBER						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

OCTOBER						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

AUGUST

5-11—International Typographical Union Convention, Springfield, Ill.

7-11—Newspaper Advertising Co-operative Network, Hyatt Regency, Dearborn, Mich.

10-12—Western Newspaper Foundation Newspaper in Education, Providence Heights Conference Center, Issaquah, Washington.

13-16—Southern Newspaper Publishers Association Foundation, Copy Editing and Headline Writing, El Paso Times.

12-16—Association for Education in Journalism, annual convention, U. of Washington, Seattle.

13-18—Newspaper Association Managers Convention, Hotel Hershey, Hershey, Pa.

17-19—West Virginia Press Association, Canaan Valley State Park.

20-23—New England Association of Circulation Executives, Dunfey's Family Resort, Hyannis, Mass.

27-30—New York State Publishers Association, The Gideon Putnam, Saratoga Springs.

27-30—Southern Newspaper Publishers Association, Designing and Packaging the Newspaper, Courier-Journal, Louisville.

27-Sept. 2—International Newspaper Promotion Association/American Newspaper Publishers Association, Marketing Seminar, Scottsdale Conference Center, Scottsdale, Arizona.

SEPTEMBER

7-9—Mid-America Newspaper Conference, Rock Lane Ledge, Table Rock Lake, Branson, Mo.

8-9—Wisconsin Newspaper Advertising Executives Association, Holiday Inn, La Crosse, Wis.

10-13—Southern Newspaper Publishers Association Foundation, Newspaper Content for Today's Readers Seminar, Roanoke Times and World-News.

13-17—International Newspaper Promotion Association, Europe Conference, Brussels, Belgium.

14-16—Pennsylvania Newspaper Publishers Association, classified clinic, Sheraton Inn, Johnstown, Pa.

15-16—Indiana Newspaper Advertising Executives Association, Marriott Hotel, Indianapolis.

15-17—New York State Newspaper Production Conference, Rochester Americana.

15-17—Ohio Newspaper Association Classified Clinic, Marriott Inn, Columbus.

15-17—Western Newspaper Production Conference, MGM Grand Hotel, Reno, Nevada.

16-19—Southern Circulation Managers Association, Breakers Hotel, Palm Beach, Florida.

17-19—Southern Newspaper Publishers Association, Management Workshop for Smaller Newspapers, Royal Orleans, New Orleans.

18-20—Action Line writers and broadcasters conference, sponsored by Corning Glass Works, Corning, N.Y., Hilton Inn.

21-23—Interstate Advertising Managers Association, Treadway Inn, Lebanon, Pa.

21-23—New York Press Association, Corning Hilton Inn, Corning, N.Y.

22-24—Maryland-Delaware-D.C. Press Association, Carousel Motel, Ocean City, Maryland.

24-26—Central States Circulation Managers Association Conference, Madison, Wisc.

OCTOBER

1-4—International Newspaper Promotion Association, Southern Region, Charleston, S.C.

1-4—International Newspaper Promotion Association, Eastern Region, Buck Hill Inn, Buck Hill Falls, Pa.

1-4—Inter-State Circulation Managers Association, Williamsburg Lodge, Williamsburg, Va.

2-4—American Association of Sunday and Feature Editors, Lancaster, Pa.

8-10—Ohio Circulation Managers Association, Neil House, Columbus.

8-11—International Newspaper Promotion Association, Western Region, Phoenix, Arizona.

8-13—Newspaper Food Editors Conference, Biltmore, Los Angeles.

8-14—National Newspaper Week.

9-11—Southern Newspaper Publishers Association, Seminar on Shoppers II, Hyatt Regency, New Orleans.

9-13—Inter-American Press Association, Omni Hotel, Miami.

Vol. 111, No. 30, July 29, 1978; Editor & Publisher. The Fourth Estate is published every Saturday by Editor & Publisher Co. Editorial and business offices at 575 Lexington Ave., New York, N.Y. 10022. Cable address "Edpub, New York." Second class postage paid at New York, N.Y. and additional mailing offices. Printed at Hughes Printing Co., East Stroudsburg, Pa. 18301. Titles patented and Registered and contents copyrighted © 1978 by Editor & Publisher Co., Inc. All rights reserved. Annual subscription $18.00 in United States and possessions, and in Canada. All other $40.00. Postmaster: if undelivered, please send form 3579 to Editor & Publisher Co., 575 Lexington Ave., New York, N.Y. 10022.

TMS-11.
Step into the future of text management systems.

In an age where events happen faster than you can report them, Digital presents the system that can keep up with tomorrow.

TMS-11. Version V.

TMS-11 offers a new standard of power and flexibility with features that are anything but standard. Including a sophisticated terminal command syntax. Automatic data management. Remote diagnostics. And complete news story header capability.

TMS-11 also offers the power to handle more than 250 video terminals on line, covering all editing, reporting, classified advertising and wire service functions.

TMS-11. It's the last word in text management. From the first name in computerized newspaper systems.

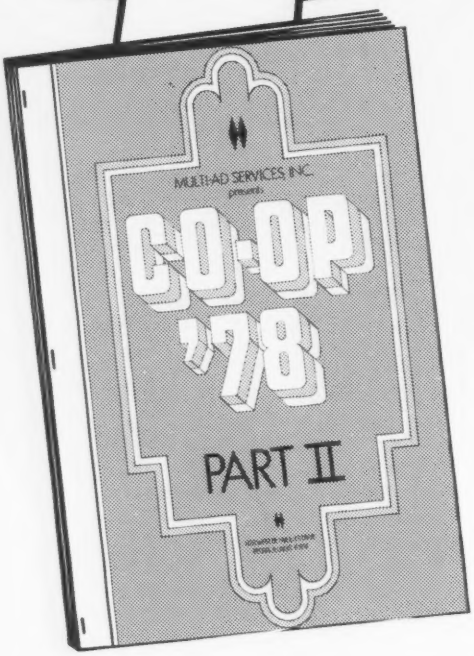
For complete information mail your business card to Digital Equipment Corporation, Graphic Arts Marketing 2B11, Continental Boulevard, Merrimack, N.H. 03054. European Headquarters: 12, av. des Morgines, 1213 Petit-Lancy/Geneva. In Canada: Digital Equipment of Canada, Ltd.

digital

Digital Equipment Corporation
Graphic Arts Marketing 2B11
Continental Boulevard
Merrimack, N.H. 03054

- ■ Please send me your new TMS-11 Brochure
- ■ Please have a Graphic Arts Specialist call me for an appointment
- ■ My business card is attached GF 729

This Book Means Business



Business for you...Profitable Business

Co-op is big business for large or small papers. When sold on regular calls it is plus linage . . . bonus dollars. Co-op Part II will help everyone from novice to top salesperson sell Co-op. Besides programs from food, sporting goods, automotive, retail and other assorted areas, it contains many approved, ready to sell layouts, which means layout time saved leaving more time available for profitable selling. This valuable linage producer is being delivered exclusively to Ad-Builder and SCAN subscribers right now. If you're not a subscriber, write or call today for information about Ad-Builder . . . the total space selling system.

Multi-Ad Services, Inc.
1720 W. Detweiller Drive
Peoria, IL 61614
Phone (309) 692-1530

Newsbriefs

Four U.S. newsprint mills have been closed by strikes with the latest interruption this week at the Oregon City and Newberg, Oregon plants of Publishers Paper Company. Publishers Paper Co. is a unit of the Times Mirror Company and supplies most of the newsprint for the *Los Angeles Times*.

The East Millinocket, Maine plant of Great Northern Paper has been closed since July 1 as a result of a strike by maintenance and production employes. Seven of 12 locals voted to reject a company offer of a 22.2% pay raise over 2 years and substantial improvements in fringe benefits. Loss of newsprint runs about 1,000 tons per day.

Boise Cascade's newsprint mill in Steilacoom, Washington has been closed since July 8 because of a strike by members of a local of the Association of Western Pulp & Paper Workers.

"Monetary issues" are the reason for the strike with approximately 450 tons of newsprint being lost each day during the strike.

Also on the West Coast in Wauna, Oregon, the Crown Zellerbach newsprint mill has been closed because of a strike July 6 by the United Paperworkers International Union. About 365 tons per day have been lost at this mill.

In another mill development, Southwest Forest Industries in Phoenix, said 2 major unions at Snowflake, Arizona have voted to extend the contract through September 30. This contract expired July 1. United Paperworkers International and International Brotherhood of Electrical Workers are the 2 unions.

* * *

United Press International will participate in a new Canadian wire service which will offer full national and international news, sports and picture coverage to Canadian media.

The new wire service will begin January 1, 1979. It will absorb and expand the present operations of UPI of Canada, Ltd., which now serves many of Canada's newspapers, radio and tv stations and the CBC.

The new organization is a Canadian-controlled partnership, including the Sun Publishing Co., which publishes the *Toronto Sun* and *Edmonton Sun;* Sterling Newspapers, Ltd., which operates 8 newspapers in Canada; and UPI.

News Canada's operational headquarters will be in Toronto. News and picture bureau's will be established in Ottawa, Montreal, Quebec City, Halifax, Winnipeg, Edmonton and Vancouver.

* * *

Eight Oakland County, Michigan employes are suing the county and the *Oakland Press* for $192 million because the newspaper published the amounts of their salaries.

The suit states that the workers feel their salaries are confidential and that it is their right to keep them private. The suit seeks damages of $40,000 for each of the county's 4,800 workers—half to be paid by the county and half to be paid by the newspaper.

At issue is the newspaper's right, under the freedom of information laws, to obtain and publish the salaries of public employes.

* * *

Lawyers in Washington, D.C. may now advertise under new rules holding the ads must be accurate and possible clients may not be pressured into hiring legal services.

The rules were approved by the D.C. Court of Appeals and affects 20,000 lawyers in the nation's capital.

It said the ads by lawyers should convey only information that will help a potential client and suggested an ad should include biographical information, a description of the lawyer's practice and details about fees. Ads that would cite a record of courtroom success and endorsement of the lawyer's capabilities were banned.

We don't have a single reason you should try New Chemco Powerdot® Developer.

We have eight.

1. Better Dot Quality
Exceptional halftones with improved and consistent dot quality.

2. Greater Stability
Withstands aerial oxidation falloff over longer periods of time.

3. Flexibility
Powerdot Developer is available as a two or three part replenisher system. Two part chemistry for standard automatic processor replenishment or three part blender chemistry for low volume or erratic workload use with blender equipment.

4. Lower Replenishment Rates
Uses less replenishment chemicals.

5. Lower Chemistry Costs
Cost per sq. ft. of film processed is significantly below competitive developers.

6. Non-Shifting Screen Range
No change in screen range value from fresh to seasoned developer.

7. Wide Temperature Latitude
Stable over wide temperature range—70-90° F.

8. Chemco Powerdot Developer has so many significant advantages that we think it's worth your investing the time and effort to prove it to yourself. You'll get a good return on investment with New Powerdot Developer.
For full details or a demonstration, call your local Chemcoman. Or fill out the coupon, attach it to your letterhead and mail it.

CHEMCO PHOTOPRODUCTS CO.
Charles Street
Glen Cove, N.Y. 11542

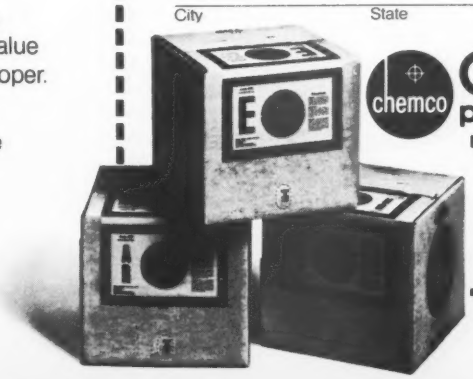
☐ O.K. send me more information so I can convince myself about Chemco Powerdot Developer.
☐ Have my Chemcoman call me immediately.

Name _____ Title _____

Company _____ Telephone _____

Address _____

City _____ State _____ Zip _____



chemco **Chemco photoproducts co.**
Division of Powers Chemco, Inc.

ED 78

Editor & Publisher

THE FOURTH ESTATE

Robert U. Brown
Publisher and Editor

James Wright Brown
Publisher, Chairman of the Board, 1912-1959

Charter Member Audit Bureau of Circulations Member American Newspaper Publishers Association

6 mo. average net paid December 31, 1977—25,036

The Oldest Publishers and Advertisers Newspaper in America

With which have been merged The Journalist established March 22, 1884. Newspaperdom established March, 1892; the Fourth Estate March 1, 1894. Editor & Publisher, June 29, 1901. Advertising, January 22, 1925.

Managing Editor: Jerome H. Walker, Jr.

Associate Editors: John P. Consoli, Carla Rupp, Lenora Williamson, Earl W. Wilken, Michael M. Murphy

Midwest Editor: Celeste Huenergard

Washington Correspondent: I. William Hill

General Manager: Ferdinand C. Teubner

Assistant General Manager and Promotion Manager: George Wilt

Advertising Manager: Donald L. Parvin

Sales Representatives: Brian L. Chester, Lee Danner, Richard J. Flynn, Martin T. Mylott

Advertising Production Manager: Louise A. Villani

Classified Advertising Manager: Megan Grey Taylor

Circulation and Electronic Data Processing Manager: Wilbur Pyn

Librarian: Adelaide Santonastaso

OFFICES

General: 575 Lexington Ave., New York, N.Y. 10022. Phone 212-752-7050. TELEX 12 5102.

Chicago: 111 East Wacker Drive 60601. Phone 312-565-0123. Celeste Huenergard, Editor. Lee Danner, Sales Representative.

Los Angeles: 3450 Wilshire Boulevard Suite 407, 90010. Phone 213-382-6346. William Marshall—Scott, Marshall & Sands, Inc.

San Francisco: 433 California St., Suite 505, 94104. Phone 415-421-7950. Peter Scott, Richard Sands—Scott, Marshall & Sands, Inc.

Washington: 1295 National Press Building, Washington, D.C. 20045. Phone 202-628-8365. I. William Hill, Correspondent

Police in the newsroom

Two recent examples of police efforts to use newspaper editors for their own devices provide graphic reasons why Congress quickly must pass legislation to correct the "rule-of-rummage" decision of the Supreme Court permitting police to use search warrants to invade newspaper offices.

Policemen, their municipal bosses and their union leaders (where they exist) have demonstrated they have no appreciation of the meaning of the First Amendment. The police mentality believes apparently that a newspaper is something to be ordered around by the authorities. Only chaos will result in the nation's newsrooms when state and local police start using the "quick-warrant-and-ransack" searches authorized by the court's decision.

It is incredible and inconceivable that the state police of Delaware, with the agreement and connivance of a senior U.S. Circuit Court Judge should plant a fictitious story in the *Wilmington News-Journal* and believe there was nothing wrong in doing so—that it was their right to do so. Not realizing such lies could destroy the credibility of the police as well as the newspaper, the authorities felt truth and honesty should be sacrificed in the interest of apprehending a criminal.

It is equally incredible and inconceivable that off-duty New York City policemen should physically invade the news rooms of the *New York News* protesting the newspaper's editorials on pending contract demands with the city. They even stopped the News' trucks for surprise inspections leaving the printing plant. These tactics delayed distribution of the paper for some time.

These are storm trooper actions—planting the "big lie" and invading newspaper plants.

And storm troopers they will become if they are permitted to invade news offices without notice with search warrants. There can be nothing more dangerous than little men with great power.

What is a Shield Law?

A New Jersey judge has ignored that State's Shield Law—one of the strongest in the country—and sentenced a *New York Times* reporter to jail for contempt in refusing to turn over his confidential notes. But this judge ignores his responsibility to apply the law impartially to all parties and unilaterally decides the law, and thus the legislature which passed it, are wrong. One wonders about the search warrant that might have been granted, and the police fishing expedition that would have been made into the offices of the Times, had the judge, the trial and the newspaper all been located in the same state.

INDEX TO THIS ISSUE

Calendar 2
Feedback 40
Newsbriefs 4
Newspeople in the news 20
Syndicates 29

Microfilmed copies of Editor & Publisher are available from: University Microfilms International, 300 North Zeeb Road, Ann Arbor, MI 48106. London: 18 Bedford Row, London, WC1R 4EJ, England.

Letters

J-SCHOOL MYTH

"In college, he must remember that the majority of his professors never wrote a line for print."

That libel mars Helen T. Rohloff's otherwise sound bit of advice to aspiring reporters in "Shop Talk at Thirty" (E&P, May 20).

In accrediting and other capacities, I have examined the professional and academic backgrounds of more than 300 news-editorial faculty members at scores of journalism schools during the last two decades. Teachers of news writing who have never themselves been reporters are virtually non-existent.

As a preaccreditation consultant, I recently visited a department of journalism whose faculty members had amassed a total of 116 years of professional employment—an average of 15.6 years per instructor. This is higher than normal—I would say that professional reporting backgrounds of skills teachers at most schools more nearly average five years.

The problem lies not with the *fact* of professional experience, but with its recency. As noted at a meeting of the Education Committee of the American Society of Newspaper Editors at Reston, Va., in February, internal academic politics play a big role in a journalism professor's life and some do not get credit (academic prestige) for working in newsrooms to keep their techniques honed. Nevertheless, some manage to do so (I, for one, worked on the Atlanta *Constitution* copy desk last summer).

Cox, Gannett, Harte-Hanks and other groups are to be commended for giving grants to schools for this purpose. And some universities recognize the need (for example, University of Missouri journalism professors are given mini-sabbaticals—three months every three years, at full pay—to work on newspapers).

Journalism schools, of course, vary in the quality of their skills instruction, but the chief emphasis in recent years has been on improving that instruction. In a nationwide survey a year ago, I learned that approximately one-fourth of all the new courses added in the previous three years had involved news writing and reporting. Research and theory courses were far down the list.

Commendations on the excellent advice you give to prospective news men and women, Ms. Rohloff. But DO visit a journalism school sometime; you'll find the canard that news writing instructors lack experience to be just that—a myth that somehow refuses to die.

WARREN K. AGEE

(Professor and former dean)

GOOD CHANCE

Your recent coverage and editorials concerning our search warrant case have been appreciated. It pleased me to see our drive for a rehearing before the U.S. Supreme Court publicized in your July 8 issue.

Although we realize rehearings are seldom granted by the Court, we believe *The Stanford Daily* decision has a serious oversight, possibly unintended by the Court, that gives us a much better chance at a rehearing.

Remarkably, close reading of the Daily decision will show that the Court failed to decide whether our 1971 search was reasonable, the required criteria for a judge to issue a search warrant. Under the circumstances our warrant was granted, we will always contend our search was unreasonable, something two lower federal courts have agreed with us on. How the Court failed to consider this important aspect of our case is beyond us, and we hope this will be the basis for a broader reconsideration of its adverse 5-3 ruling.

We have been gratified by the outpouring of support from the journalism community since the May 31 decision. We hope to see this type of support continue as we fight for constitutional safeguards of what we will always consider are illegal searches. We are also supportive of legislation now before Congress protecting *all* third parties against surprise searches. The supoena route is a necessary protection.

CRAIG B. DENNIS

(Dennis is editor of the *Stanford Daily*.)

* * *

NATIONAL SYMBOLS

Re your item in the June 24 E&P concerning the rejection by The *Wall Street Journal* and The *New York Times* of a Jacksonville, Fla. promotional advertisement, depicting the Statue of Liberty with bags over her shoulders and thumbing a ride:

You quoted an unnamed Times source as calling the proposed ad "dirty pool" and stating that the Times does not accept "ads that disparage one city to promote another city."

It would have been better if the reason given were that the paper did not accept ads which degrade, denigrate or derogate our national symbols, heroes and patriots and the ideals for which they stand.

The Statue of Liberty is no more an exclusive logo for New York City than the Liberty Bell is for Philadelphia. Thus, putting Miss Liberty in a bad light casts a shadow not only on the Big Apple but on the whole American pie.

Let's "rally 'round the flag, boys." Or has patriotism become a dirty word?

AL GOODMAN

Harrisburg, Pa.

TRUE SERVICE

We are happy to see stories and letters on foreign-language news pages because we feel the acceptance of such pages in other publications means we must have done something right when we started our Spanish-language section several years ago.

One of our newspapers (the *East Los Angeles Tribune*) is published in an area in which Latin people make up more than 80% of the population. Many of these people are bilingual, but a large number speak only Spanish or prefer to use Spanish as their primary language.

For this reason, we went to a Spanish-language page more than five years ago, primarily featuring the top news stories of the previous week. However, we also make an attempt to get breaking news stories of high importance on the page each week. Other items include informational articles on local agencies, clinics, etc.

This page has been well-received from the beginning and we have many people coming in weekly with news copy for the page about their organization or event. We have a woman from the community who does our translation for the weekly page and also writes headlines and captions. One of our staff members lays out the page.

With all the current talk about "packaging" the newspaper, we feel this is the type of feature that best illustrates that concept. Rather than just changing the name of a section or the look of the paper, the Spanish-language page offers a true service to a large segment of our readers.

ART AGUILAR

(Aguilar is managing editor of Southern California Publishing Co.)

Short takes

Two slain officials attempted to talk with a complaining convict.—*Albuquerque Journal*.

* * *

Statistics show married people live several years longer than individuals with mates . . . —*Buffalo Evening News*.

* * *

On Thursday morning, delegates will heal Donal Benninghoven, executive director of the League of California Cities . . . *Lewiston* (Ida.) *Morning Tribune*.

* * *

Classified ad: Siamese, part male, declawed, neutered, free . . . —*Memphis Commercial Appeal*.

* * *

Hatfield said if he is re-elected in November he will propose a bill to do just that ". . . to burden our base for economic production." . . . *Baker* (Ore.) *Democrat-Herald*.

THE STAR-LEDGER

New Jersey's Largest Newspaper...
has over

2.4 times **MORE** daily & Sunday circulation in the Greater New Jersey Market* than any other newspaper including *all* New York and New Jersey newspapers!

*Essex, Union, Morris, Middlesex, Monmouth & Somerset counties
Source: Circulation '77/'78.

follow the leader...

The STAR-LEDGER

NEWHOUSE NEWSPAPERS

E&P July 29, 1978
Every Saturday since 1884

Times fights to keep reporter out of jail

Attorneys for the *New York Times* and its reporter Myron Farber were preparing at E & P presstime this week to apply to the U.S. Supreme Court for a stay of sentencing of Farber, who was held in contempt for refusing to turn over his confidential notes to a New Jersey court.

Farber was sent to jail on Monday (July 24) by Bergen County (N.J.) Superior Court Judge Theodore Trautwein for refusing to turn over his notes to Judge William Arnold who is presiding over the murder trial of Dr. Mario Jascalevich.

Jascalevich's attorneys have contended that the notes may contain information vital to the defense of their client and Judge Arnold has ruled that he must examine the notes before determining whether or not this is the case.

After several weeks of court batttles to keep the notes confidential, Farber on Monday was sentenced in both a criminal and a civil proceeding.

The 40-year old reporter was sentenced to jail until he produces the notes and was fined $1,000 in the civil proceeding. The Times was also fined $5,000 per day until the notes are turned over to the court.

In the criminal proceeding, Farber was sentenced to an additional six months in jail, to begin after he turns over his notes to the court. He was also fined an additional $1,000 and the Times was fined $100,000.

Nearly 7 hours after he was imprisioned, Farber was released and the civil penalties against the Times were stayed.

Upon Farber's imprisonment, attorneys for Farber and the Times first appealed to the Appellate Division of Superior Court in Newark. That 3-judge panel stayed the criminal penalties against the reporter and the paper, but refused to stay the civil penalties.

Following this, the attorneys reached Associate New Jersey Supreme Court Justice Morris Pashman, who stayed the civil penalties pending consideration by the full State Supreme Court. Farber was then released from jail.

The State Supreme Court, meeting on Tuesday (July 25), however, let stand the order sending Farber to jail. In a 5 to 1 vote, the New Jersey high court upheld the orders against the Times and Farber and in a second 6-0 vote, gave the attorneys until noon Friday (July 28) to apply to the U.S. Supreme Court for a stay of sentencing.

Jascalevich is on trial for allegedly murdering five of his patients in 1965-66 by injecting them with a muscle relaxant called curare.

Farber's stories on the case in 1976 have been credited with motivating the Bergen County Prosecutor to reopen his investigation into the deaths, which ultimately led to the indictment of Dr. Jascalevich.

In refusing to turn over his notes to the court, Farber read a lengthy statement. He said, "What is at issue here is not Dr. Jascalevich's right to a fair trial; he has access to the same people that I interviewed and more. Nor is the issue my

(Continued on page 14)

Retailers take newspapers to task at INAE meeting

By John Consoli

If newspapers want to increase the share of retail advertising they receive they must hold linage rate increases to 5% each year for the next five years, stabilize insert rates, standardize ad formats, improve editorial content beyond the first section and increase circulation.

These are some of the "conditions" newspapers must meet if they want to stop the declining use of their medium by major retail advertisers, according to Daryl Eagle, advertising director of Montgomery Ward, Los Angeles.

Eagle told newspaper ad directors attending the International Newspaper Advertising Executives summer sales conference in Hawaii that his region of Ward, which covers seven Western states, is embarking on "an ambitious 5 year promotion program beginning in 1979 and that he hopes to include newspapers as a big part of this program.

Eagle pointed out however, that the use of newspaper advertising by Ward's western region had declined by 7% over the past five years and 12% in the last 10 years.

Eagle said his region spends 56% of its ad budget on newspaper advertising, compared to 63% five years ago and compared to 68% in 1968.

He said there has recently been a "turnaround" in Ward's view of newspapers and that newspapers could capture more Ward ad dollars in the future if the conditions he listed are met.

Eagle said the solutions to meeting the conditions, in many cases, will not be easy, but he added that those newspapers who want to reap more retail ad business will have to come up with the solutions.

"If you don't do anything else," Eagle said, "you must find the magic solution to circulation growth."

Other retailers who addressed the ad directors were George Saunter, general merchandise manager of Sears Roebuck & Co., Honolulu, Hawaii; Mel Shiffman, executive vicepresident, May Company, Los Angeles; Ross Watson, area sales promotion manager, T. Eaton's, Vancouver, Canada; and Jan Wetzel, vicepresident sales & promotion, Broadway Stores, Los Angeles.

Each of the speakers basically layed out the same conditions as did Eagle.

Saunter told ad directors that "in many cases you are forcing us to go to broadcast and preprints (rather than newspaper ROP.)" He added, "I don't think raising your insert rates will help get us more into newspapers."

Saunter said newspapers need a better data reporting system, providing such information to advertisers as who reads the paper and why. He said more newspapers also need to develop a distribution system by zip codes so that retailers can target their ads in neighborhoods around their stores.

Saunter listed standardization of ad format and ad contracts as the "greatest asset" for getting more retail ad dollars

Shiffman told ad directors that his company had moved into more direct mail because "newspapers don't carry enough fashion news to warrant the amount of fashion advertising we do."

He said newspaper's share of the May Co. ad budget was 65%-70% "and on the downswing." He said direct mail makes up 20-22% of the chain's ad budget and tv gets 10-12% of the advertising dollars.

"I foresee direct mail doubling in the near future and I also forecast more use of tv," Shiffman said in reference to the May Company's ad plans.

He told newspapers, "The single greatest help newspapers could give to

(Continued on page 14)

Newspapers told how to get more airline ads

United Airlines will spend about $40 million on media advertising in 1978, however, only 25% of that, or $10 million, will be invested in newspaper advertising, Christopher Orlie, manager of marketing development for United told newspaper ad directors attending the summer [illegible] conference of the International Newspaper Advertising Executives.

Orlie said while the $10 million to be invested in newspaper advertising this year is up from about $7 million spent last year, newspapers should be getting an even larger share of United's ad budget.

Orlie told how in 1976, United "spent darned near the lowest percent of total advertising in newspapers of any U.S. carrier."

Why? Orlie said. "Reach is the reason."

"Television, for example, reaches more people . . . more of our target audience, more often than does newspaper," Orlie said. "So television gets about 55% of our 1978 spending."

As for radio, Orlie said, "radio is a natural accompaniment of television. Radio complements the sounds and music of television. Radio accounts for about 20% of our 1978 advertising spending. So broadcast accounts for about 75% of our estimated 1978 advertising budget, considerably more than the 25% we'll spend in newspapers."

How can newspapers obtain more airline advertising from United which is tv oriented?

"First, it would seem that the future would be bright automatically because of the intense airline price competition and the need to communicate these prices in tangible form," Orlie said. "Second, the more newspapers can broaden their audience and increase the reach for airline advertisers, the greater will be the chances of increasing their share of the overall airline advertising pie."

More important, said Orlie, is the need for innovative selling on the part of newspapers.

"There is an opportunity to bring totally new dollars into newspapers with ideas that zero in on key marketing priorities and meet important marketing needs," he said.

Orlie told of a marketing venture United initiated with the *Los Angeles Times* and also on a smaller scale with the *San Francisco Chronicle* and *Examiner*.

"United, known primarily as a long, haul, full fare airline, decided to serve the about-to-boom Reno, Nevada, with a high frequency pattern of air service," Orlie explained. "We introduced all coach aircraft, new low fares, no frills service. We increased departures 300% between Los Angeles, San Francisco, Oakland and Reno. In Los Angeles it was necessary to divert many people from their familiar Las Vegas to Reno," he said. "As part of our marketing strategy, we devised an innovative approach to newspaper advertising.

"Every Sunday, the Los Angeles Times published an entertainment section called Calendar," he said. "It had regularly carried advertising from Las Vegas hotels and casinos. It hardly ever carried any Reno advertising.

"The concept was to persuade several Reno/Tahoe properties to advertise in the Times, lead the way with United advertising, put all the ads together in a one or two page condensed section, tie them all together with a border, a heading and editorial support.

"We pledged 26 straight weeks of advertising," Orlie said, "and the Times accepted the concept. A number of Reno properties bought it too, and agreed to a regular program of advertising in the

(Continued on page 25)

Liquor co. president gives newspapers advice

What can newspapers do to turn around the decline of liquor advertising?

According to Roy Stevens, president of Hiram Walker, newspapers must offer more premium visability, be more consistent in ad reproduction, standardize ad formats to trim the advertiser's production costs and come up with better readership demographic data, if they want to regain the sizable amount of liquor advertising they once had.

"Your share with Hiram Walker has declined from 44% to 21% in 10 years," said Stevens. "It's not an encouraging picture. It says that our agencies feel other media can do a better job than newspapers."

Speaking about newspaper "clutter," Stevens said, "Advertising ratios are often 60% to 40% or higher. Couldn't the whole subject be avoided by offering our products premium visibility? After all, national advertisers in most cases pay a higher unit cost for their space than local advertisers."

As far as ad position, Stevens said "one agency told me a recent check of our actual ad positioning included the following: obituary section, comic section, surrounded by retail ads or next to editorials which claimed liquor harmed the fetus."

Stevens also said to ad directors attending the INAE summer sales conference that newspapers "have a more limited pass along readership than magazines, and yet, I'm told that when you sell against magazines in a local market situation, you so often use their circulation figures against yours for coverage, at a time when no one buys magazines on circulation."

Stevens said "the total audience concept, for better or for worse, has supplanted basic circulation as a standard. You can't change your figures, but you can recognize how competitive media are bought.

Stevens pointed out that while newspaper share of Hiram Walker advertising has declined, outdoor advertising of Hiram Walker has doubled in percentage from 15% to 30% during the same period.

"While selling against magazines is difficult," Stevens said, "the shopping environment offered by newspapers for our brands is the last step in the continuum before the physical purchase by the consumer." Here, he said, "is perhaps the best area for productive selling."

Stevens said newspapers should also play up the great flexibility they have. "Billboards and newspapers can't match your closing requirements nor cancellation dates," he said.

Finally, he said, "be sure your national ad departments and your representatives know our business. Try to understand the increasingly sophisticated research tools our people use to target their audiences demographically and geographically. Our agencies will share their thinking with you."

"Newspapers have been a very important factor in the building of liquor brands," he said. "With imagination and innovation,there is no reason to believe you can't play a more important role in the future.

Business section added to data base

The Information Bank, a subsidiary of the New York Times company, has added the Business Day section of the *New York Times* to the data base with news from this section available for searching, fully abstracted, one day after publication.

Ad Bureau declares war on weekly newspapers

The Newspaper Advertising Bureau has declared war on what it calls "undailies" or paid and free weekly newspapers, shoppers and pennysavers.

The bureau unveiled with it calls its latest "weapon against the undailies," at a session during the International Newspaper Advertising Executives summer sales conference.

The "weapon" is a new four market study on readership and attitudes on dailies, shoppers and pennysavers. The bureau commissioned interviews with 800 men and women in Hartford, Connecticut, Houston, Texas, Grand Rapids, Michigan and San Jose, California. These markets were selected, according to bureau vicepresident Charles Kinsolving, because they are saturated with "undailies" or non-daily newspapers.

The survey, according to another bureau vicepresident, Uldis Grava, showed twice as many people in the four markets read daily newspapers as read "undailies." According to Grava, the survey showed that "within the past week," 88% of those interviewed read a daily newspaper.

"The daily newspaper reaches practically all undaily readers," Kinsolving said. "If you divide all readers into three groups—those who read the daily only, those who read the undaily only and those who read both the daily and undaily, you come up with only a tiny 5% of all the readers in the four-market study who read an undaily exclusively," he said.

The bureau study also found:

- 81% of the readers claim they read their daily newspapers more thoroughly than the "undailies."
- Dailies reach 92% of the college graduates in the survey and 92% of the families with incomes of $20,000 and over; "undailies" reach only 36% of the college graduates and 39% of the families in the income brackets of $20,000 and over.
- 85% or more said they would check the daily newspaper first before buying clothing, TV sets, living room furniture, carpeting or small kitchen appliances. The newspaper advantage ranged from 11 to 1 to 7 to 1 depending on product category.
- Dailies also had an advantage of 77% to 20% as a source of community news and 96% to 3% as an information source.

A previous nationwide study, "Where The Public Gets Its News," based on 3,000 interviews with a national probability sample, showed that whereas virtually everyone has access to a daily newspaper, only 57% had access to an "undaily." Over five weekdays, 84% read daily newspapers, but only 34% actually read any "undaily."

Newsday adopts 6-column format

Long Island (N.Y.) *Newsday*, effective September 11, will adopt a six-column page for advertising and editorial.

At the same time, Newsday will adopt the "C" format recommended under the American Newspaper Publishers Association's Advertising Dimension Standards (ADS) system.

"Newspaper production costs, particularly newsprint and ink, have almost doubled in recent years," said Newsday publisher William Attwood. "By adopting the six-column format, we will be able to make more efficient use of newsprint, which should minimize future rate increases."

Newsday classified advertising format will remain at current specifications.

A security analyst's view of newspapers

Newspapers are proving themselves "a disappointment" to many retail advertisers, a New York security analyst told International Newspaper Advertising Executives sales conference attendees.

Speaking to the more than 300 newspaper advertising directors in attendance, Ellen Berland Sachar of Paine Webber Mitchell, Hutchins, Inc., said the retail advertiser has been hit with a "double whammy"—significant increases in cost-per-thousand and significant losses in market coverage."

Sachar said, "Is it any wonder then that many retailers have been turning more and more to preprints, shoppers and weeklies for supplementary local print exposure?

"Retail advertisers, like all others, are not simply buying space or time when they approach their local newspaper or tv station," she said. "They are buying audience. The latest Bruskin study shows that since 1970 men and women of all ages are spending more and more time watching television. No matter what age group, the trends are the same—declines or little growth in time spent reading newspapers, significant increases in time spent viewing tv."

Sachar said newspaper industry circulation figures for the last 5 years would tend to bear this out—"despite slight increases in morning and Sunday circulation, absolute levels have not grown materially in years.

"At the same time, industrywide average ad rate increases, except for 1973 and 1974, have actually outpaced the rate of inflation since 1972," she said.

Despite the existing situation, Sachar said she is "hardly sounding the death knell for the daily newspaper."

Using 1976 figures, which she said were the latest for which comparable data was available, Sachar pointed out, for example, that ad billings for 11 tv stations in the Los Angeles market combined "just about equaled the billings of the Los Angeles Times."

Sachar also pointed out that in Miami, the billings of the 7 tv stations combined equaled only about one-half of what the 2 newspapers in that market—the *Miami Herald* and the *Miami News*—billed.

She said in Charlotte, the billings of the 4 tv stations combined amounted to less than 80% of the leading newspaper's ad billings and in Richmond, the ratio ran about 40%.

"To many of you, then, my earlier words of pending doom may now seem irrelevant," she said. "Profits, after all you might rightly argue, are measured in terms of dollars, not in terms of market share percentages. Whoever gets the most dollars will have the biggest profits.

"In the short term, yes, we would agree," she said. "But given the life cycles of virtually all the newspapers you represent, I doubt that your publishers believe they are in business just for the short term."

She said if newspapers look beyond the short term, they cannot "like an ostrich, hide one's head in the sand and ignore the changing world."

Sachar also warned newspapers not to let their readers or "worse yet" non readers "to do your creative thinking for you."

She advised ad directors and publishers to "study the demographic changes in your market. Examine the life styles and reading habits of your readers. The changes needed will become clear enough if you gather the right data.

"Circulation is too important to leave in the hands of schoolboys or nonprofessionals," she said. "Circulation can and does effect your volume of ad revenues. It is not a topic to be pushed

(Continued on page 14)

Tax director probes N.J. weekly owner

A weekly newspaper publisher in Clifton, New Jersey is facing investigations by state and county authorities which were initiated following a lengthy front page article about his business dealing that appeared in *The Record* (Hackensack, N.J.)

Director of the State Division of Taxation, Sidney Glaser, said his office is investigating charges that Alex Bidnik, Jr., publisher of *The Independent Prospector*, failed to file corporate income tax returns for the past 15 years and has been operating the weekly newspaper under a revoked corporate charter.

Meanwhile, Passaic County Prosecutor Burrell Ives Humphreys said he has opened a preliminary inquiry into Bidnik's business practices.

The Record story reported that Bidnik had "cheated national advertisers" by falsifying billings. The Record reported a local clothing merchant as stating that Bidnik had cheated several national clothing advertisers out of between $5,000 and $10,000 from 1961 to 1968. In some instances, the Record reported, national advertisers, who ran coop ads with local merchants, were charged twice as much as they should have been.

In the Record's story, community leaders charged that Bidnik:

- Unfairly attacks anyone who disagrees with him or fails to advertise in his newspaper.
- Writes favorably about officials who either work for his newspaper or who have family members working for the paper.
- Makes up quotes and stories and distorts information given him by police and other officials.
- Gives away free political ads, prints illegal political advertising and runs ads without authorization from local merchants.
- Uses his political connections to get special favors from police and city employees.

The Record reported that some council members voted to give Bidnik's newspaper exclusive rights to the city's legal advertising because they felt threatened that Bidnik would write adversely about them.

Bidnik has denied all the charges the Record carried.

Glaser said Bidnik's corporate charter was voided February 3, 1963, either because the publisher failed to file his income tax returns or because he owed the state back taxes for at least two years. Since Bidnik continued to do business as the Creative Publishing Co., Inc. for 15 years, Glaser says he may have broken the law.

Once a corporation's charter is revoked, Glaser said, it can only do business for the purpose of liquidating the operation.

Glaser said the newspaper could be put out of business and Bidnik could be forced to pay back corporate taxes and could face a fine and a jail sentence.

"These things are being said because people are either afraid of me or know that what I write is the truth," Bidnik said. "My track record, in fact, is such that I've never had a complaint about my newspaper."

The Record article pointed out, however, that Bidnik's newspaper has been "sued for libel at least 10 times in the 18 years he has been publisher." The Record also stated that the 43-year old Bidnik had been arrested for impersonating a police officer to obtain an interview, been assaulted by a former Mayor of Clifton and by a former school board president and had been brought before two grand juries.

Humphreys said that on one occasion three years ago, Bidnik was brought before a grand jury investigating 114 violations by his newspaper of state election laws. Humphreys said the grand jury warned Bidnik not to run anymore illegal political ads, but did not indict him. Bidnik denied he was even warned.

Bidnik said his newspaper is the largest weekly in the state with a readership of 110,000. His circulation, according to the *E&P* Yearbook is 3,500 free and 9,500 paid.

Bob Comstock, editor of the Record said it was the paper's reporter that is normally assigned to the town, Douglas Clancy, that began looking into Bidnik's newspaper operation.

"He saw something strange about the role his (Bidnik's) newspaper plays in the community," Comstock said. "He investigated while he was also handling his day-to-day coverage of the community, so the inquiry took several months."

Comstock said he read the story before it appeared and the story was also cleared by attorneys for the Record.

Why go after another newspaper? "I feel that it is probably a mistake that too often the media tends to rule out the journalism profession itself for inquiry," said Comstock. "Often our industry cries out for inquiry. We felt this was one such case."

More magazine merges with CJR

Financially ailing *More* magazine has merged into the *Columbia Journalism Review*.

The media magazine's publisher James Adler claimed he lost more than $300,000 trying to pull the magazine out of the red.

Under the transaction, the 12,000 More subscribers will receive CJR. For the 20% who now receive both magazines, their CJR subscriptions will be extended.

Newspapers called the most effective advertising medium

James Byrer, chairman of the board and vicepresident of Hugh Menefee, Inc., a large Honolulu-based real estate company, labeled newspaper advertising "the single most effective advertising medium for our company," but also listed some ways in which newspapers can become more responsive to the needs of real estate advertisers.

Speaking at the summer sales conference of the International Newspaper Advertising Executives, Byrer said 18% to 20% of the company's income is spent on advertising and "almost 90% of our company's advertising dollars are spent on classified or display newspaper advertising."

Byrer said last year, Menefee spent "in excess of $250,000 through the Hawaii Newspaper Agency."

While touting newspapers as an effective ad medium, Byrer also warned newspaper ad execs not to be "so strong in your convictions and business policies that you cannot communicate with your advertisers with an open mind."

Byer said, "I'm not advocating that you abandon long-held beliefs and business philosophies, but I am advocating a tolerance for contrary points of view, and I am advocating a spirit of cooperation."

Byrer suggested that newspapers: (1) Be responsive to complaints and suggestions; (2) Don't make special deals for special interests or clients; (3) Mix at least some positive and optimistic news in with "all the negative, doomsday news that you publish constantly"; (4) Give real estate companies "the press release coverage we deserve and have articles about our industry, especially of an up-beat nature."

AP ends publication of its news annual

The Associated Press has ceased publication of its news annual "The World in 19__."

"Burgeoning costs and the lack of newspaper support in marketing it to the public," according to AP president and general manager Keith Fuller, prompted the decision.

"We started the series back in 1964 and have published it continuously for the past 14 years," he said. Fuller said incomplete sets can be completed by writing and asking for a copy of the missing year. He said requests will be honored as long as the supply of back copies lasts.

Congress hears media on search ruling

News media representatives have told Congress that they would prefer legislation to protect everyone from surprise searches by warrant-armed police rather than legislation that would only protect the press.

They gave their testimony July 13 as the Senate Judiciary subcommittee on the Constitution resumed hearings on 11 bills using different approaches to remedy adverse effects on the May 31 Supreme Court decision in the *Stanford Daily* case. In that case, police searched the offices of the Stanford University newspaper in an effort to find photographic evidence relating to a demonstration, although the newspaper was not suspected of any crime.

Last week's witnesses were: Jerry W. Friedheim, general manager of the American Newspaper Publishers Association; Anthony Day, chairman of the Freedom of Information Committee of the American Society of Newspaper Editors and editorial page editor of the Los Angeles Times; Jack Landau, of the Reporters Committee for Freedom of the Press; and one non-media witness, John Shattuck, of the American Civil Liberties Union.

Without corrective legislation Friedheim told the committee, press freedom and citizen privacy in the United States will be threatened. He praised the group headed by Senator Birch Bayh (D-Ind.) for its prompt efforts to develop legislation that would offset the Supreme Court's "rule-of-rummage" decision.

He said ANPA strongly supports legislation which would:

- Apply to state and local law enforcement officials as well as to federal officials, a provision also strongly supported by Day.
- Limit issuance of a warrant to cases in which there is probable cause to believe that the evidence sought is in the possession, custody or control of a person implicated in a crime, or that it almost certainly will be destroyed, hidden or removed unless a warrant is issued. (Day suggested actual wording of a section of legislation that would say: "It shall be unlawful for any person acting under the color of law, withour prior adversary court proceeding, to search any place or seize any things in the possession, custody or control of any person engaged in the gathering or dissemination of news for the print or broadcast media unless such search procedure is conducted pursuant to a warrant issued by a court upon probable cause that such person has committed or is committing a criminal offense.")
- Provide for the recovery of damages in a civil suit against officials violating the statute.
- Provide that evidence obtained in violation of the statute would be inadmissible in subsequent judicial proceedings.
- Insure that state laws which provide even greater protection would not be pre-empted by the federal law.
- Include an "anti-rummaging" provision whereby police would not be allowed to execute a warrant if the object of the warrant could not be searched for and identified without examining the contents of other documents. Rather, the documents would be protected until a hearing could be held to determine what conditions or limitations should be imposed on examination of the documents to prevent unnecessary or unreasonable invasion of privacy.

In his testimony, Friedheim stressed the necessity for a free society with an independent press.

"For the record is clear," he said, "that in those countries where the press has been fettered by government, where it has been used as part of a government's investigatory apparatus, where it exists solely at the whim of government police—in those countries neither the press nor the people are free. This is not a comfortable direction for America to go!

"Two quick examples. On June 27 two American newspaper reporters in Moscow were summoned to court and charged with what the government chose to call 'slander' for reporting that Soviet dissidents did not believe a televised confession by another dissident. And this fall, the Soviets, using UNESCO as a forum, will again try to get international approval for a declaration encouraging more governments to control their press."

Pointing out that the press is still free in America, Friedheim warned that the Stanford Daily decision shows "it lives in peril and in constant need of defense by the press itself, the people and the people's representatives in Congress."

What Friedheim termed the "rule-of-rummage" came in for considerable discussion. Senator Scott (R-Va.) who, with Bayh, was conducting the hearing, raised questions about use of the word "rummage" but testimony by both Friedheim and Landau made it plain what was meant.

Friedheim said that, as a result of the court's decision, "not only the press, but doctors, lawyers, private citizens and private businesses are threatened with having their entire files searched and their privacy invaded when law enforcement officials cannot specifically identify the location of the evidence sought."

Landau pointed out that police are now empowered to rummage through the entire newsroom—"not only through the desk of the reporter who is alleged to have the information sought but through the desks of every other reporter and editor in the process of looking." On the other hand, Landau pointed out, "police cannot search all the rooms in a rooming house because the owner of the rooming house or one of the roomers is suspect of having evidence of a crime. Each roomer is entitled to privacy."

Arguments that police will not risk "raising the hackles of newspapers by routinely getting search warrants for evidence that police think newspapers have" brought an answer from Day.

"I have talked with police officials," he said. "They understand our concerns, but they make no bones about the fact that they consider the Stanford Daily decision an important new tool for the prosecution. They make no bones about the fact they will use it if necessary."

Both Landau and Shattuck, in their testimony, reached back in history to throw light on the search problem.

"It should be remembered," Landau said, "that the original limitations placed on search warrants in England in *Entick v. Carrington* stem from efforts of the Crown to bring libel charges against government critics whose papers were seized in raids authorized for the discovery of evidence. If during such raids, the agents found any books to be libelous against the church or state, (they were) to seize them and carry them before the proper magistrate. Lord Camden criticized the trespass that resulted: 'Papers are the owner's goods and chattels; they are his dearest property, and are so far from enduring a seizure, that they will hardly bear an inspection; and though the eye cannot by the laws of England be guilty of a trespass, yet where private papers are removed and carried away the secret nature of those goods will be an aggravation of the trepass, and demand more considerable damages in that respect.' "

Landau rejected theories that there is any effective way to limit damage to a news organization subjected to a no-notice surprise search for three reasons.

First was the fact either appointed or elected magistrates are not an adequate safeguard for First Amendment interests because these same magistrates, who issue search warrants, can hardly be effective guardians of their severest critics.

Second, pointing out that reporters

(Continued on page 25)

N.Y. Times fights

(Continued from page 9)

"right" to place myself above or outside the law. I have no such right and I seek none. The issue, I believe, is the right of the public to be informed through its press, in accordance with the First Amendment of the United States Constitution."

Farber also stated, "If I give up my file, I will have undermined my professional integrity and diminished the credibility of my colleagues. And most important, I will have given notice that the nation's premier newspaper is no longer available to those men and women who seek it out."

Farber also said that Dr. Jascalevich "is mistaken" when he says the" material in my possession is critical to his defense." Farber said, "the deaths for which he is charged occurred in 1965 and 1966 and, as this court well knows, I have no first hand knowledge of them. Nor have I seen the bodies that were exhumed or the tissues that were tested for curare. There is nothing in my notes that would establish the defendant's guilt or innocence for the trial court, and there is certainly nothing that would lend credence to his theory that he is being framed."

Times publisher Arthur Sulzberger said, "The Times will, of course, support Myron Farber as he maintains his confidentiality of his sources. This is what a free press is all about. And if Judge Trautwein decrees that the Times is to pay $5,000 a day for this privilege, so be it. Bad law doesn't last very long."

Times managing editor Seymour Topping said, "We hold that the court's action is in clear violation of the constitutional rights of Myron Farber and the New York Times and a blow to freedom of the press."

The Times and Farber have already been to the U.S. Supreme Court once, but the issue was somewhat different.

At that time, the newspaper's attorneys were seeking a stay that would have barred the lower courts from finding either the newspaper or the reporter in contempt of court for disobeying the subpoenas to turn over the notes, until the courts had first given a full hearing to the challenges to the subpoena.

The Times wanted the full Supreme Court to conduct a hearing on the matter, but two Associate Justices turned down the stay request and the Times did not pursue the matter further along those lines.

N.J. Shield Law

Following is the text of New Jersey's shield law, enacted as rule 27 of the rules of evidence. It is qualified by rule 37, under which a person waives his privileges if he contracts with someone to do so or knowingly discloses part of the privileged matter.

Subject to rule 37, a person engaged on, engaged in, connected with, or employed by news media for the purpose of gathering, procuring, transmitting, compiling, editing or disseminating news for the general public or on whose behalf news is so gathered, procured, transmitted, compiled, edited or disseminated has a privilege to refuse to disclose, in any legal or quasi-legal proceeding or before any investigative body, including, but not limited to any court, grand jury, petit jury, administrative agency, the Legislature or legislative committee or elsewhere.

a. The source, author, means, agency or person from or through whom any information was procured, obtained, supplied, furnished, gathered, transmitted, compiled, edited, disseminated or delivered; and

b. Any news or information obtained in the course of pursuing his professional activities whether or not it is disseminated.

The provisions of this rule insofar as it relates to radio or television stations shall not apply unless the radio or television station maintains and keeps open for inspection, for a period of at least one year from the date of an actual broadcast or telecast, an exact recording, transcription, kinescopic film or certified written transcript of the actual broadcast or telecast.

Security analyst

(Continued from page 11)

aside."

"The dilemma, as we see it, is as follows: One can either examine the foregoing data and decide that newspapers have outlived their usefulness—the dinosaur thesis—or one can look at the same data and view the problem as a marketing challenge—the Phoenix thesis.

"In the first instance, extinction is the only likely outcome; in the second, it is a rebirth," she said.

Sachar said newspapers must replace "complacency with imagination." She said, "then and only then will all talk of dinosaurs disappear and one hopes, a new phoenix will appear."

Chester Clark dies

Chester E. Clark, 74, for 25 years a labor relations and personnel advisor for the Chicago office of the American Newspaper Publishers Association, died recently after a long illness at Harbor Springs, Mich. He had also worked in labor relations and personnel for the *Philadelphia Inquirer*.

Retailers

(Continued from page 9)

department stores is for the major metropolitan dailies to expand their circulation outward" with regionalized editions, as new stores open.

Watson called newspapers the "most viable medium" for a retailer, but said "until the needs are met, retailers will have to continue to look for alternatives."

Watson said television is "good for mood motivation and image development," but he added "our research so far says tv can't move items like newspapers." He said, nevertheless, his chain of 65 Canadian stores still uses tv "because we are still searching for the best combination to move merchandise."

He said in order to gain adequate reach, his chain must use tv and radio in many markets. He said 10 years ago radio and tv made up 11.5% of the chain's ad budget, while today it makes up 25%.

"Ten years ago, 85% of our ad budget went into newspapers, today only 55% goes into newspapers," Watson said.

Watson called on newspapers to begin working much closer together with department store officials. "Newspapers must learn and understand the marketing profile of a department store so they can help us solve our problems," he said.

He also urged newspapers to find out what "The typical consumer wants to read" and said newspapers must tailor more of their editorial content to women, who are the major department store shoppers. Watson also suggested that newspapers hire more women to fill advertising and other executive positions.

Ogden acquires New York daily

Ogden Newspapers, Inc. have completed the purchase of the *Adirondack Enterprise* of Saranac Lake, New York, from William M. Doolittle, Jr., its publisher since 1971.

W. B. Grimes & Co., Washington-based newspaper brokers handled the transaction.

This is the third daily in New York State owned by Ogden Newspapers, who already publish the *Jamestown Post-Journal* and the *Peekskill Evening Star*. Ogden Newspapers also owns the *Lake Placid News* in the Adirondack region which they purchased in February.

In addition to the New York State newspapers, Ogden Newspapers publish 10 other dailies including six in West Virginia, two in Iowa, one in Florida and one in Missouri, as well as three weeklies in Florida, six monthly farm newspapers in Iowa, and several free-distribution community shoppers.

An experiment in marketing the non-metro newspaper

By Ernest F. Larkin and Ted Hect

If there is anything more fiercely independent than the publisher of a small-market daily or weekly newspaper it is 63 of them. There is a tradition of independence of thought and action which is nearly hereditary with this breed. Therefore, anyone who would even suggest that these same individuals work together in a spirit of cooperation and pool their resources to support an experiment which, while designed to benefit all of them collectively, has no guarantee of success, would either have to be insane or foolhardy at best.

Yet, despite this strong competitive, independent spirit so typical of this type, just such an experiment has been conducted and, furthermore, seems to be working better than had been anticipated by even the most optimistic. Just how this experiment evolved, and what its results have been is the subject of the following report.

CONCEPTUALIZATION

This experiment started in the spring of 1975 when the Oklahoma Press Association agreed to provide the funds to support a study of media information needs of advertisers and their agencies for the purpose of finding ways for the member newspapers to increase the usefulness of the information they gathered and disseminated about themselves and the market which they serve.

This study, conducted by the University of Oklahoma School of Journalism, gathered information from advertising agency media buyers and advertising managers of the major regional advertisers concerning the type of information they most frequently used in media buying decisions, and also the type of information they would like to have to make such decisions.

Analysis of the data, gathered from over 50 respondents from different agencies and companies, indicated the following:

1. **While newspapers are still the dominant advertising medium in Oklahoma, media buyers predict that newspapers will have the least growth in local advertising in the next three years, while television is predicted to have the greatest growth potential.**
2. **Newspapers were perceived by the media buyers as generally doing an inadequate job of supplying relevant information to them.**
3. **Media buyers wanted much more detailed data on audience reach and audience demographics than they are currently getting from newspapers.**

Based on this information it was proposed that the Oklahoma Press Association form a subsidiary organization to be known as the Oklahoma Newspaper Advertising Bureau which would have the responsibility of gathering and disseminating useful media and market data for newspapers throughout the state of Oklahoma who opted to join in support of this organization.

The proposal was accepted by the OPA board of directors and a call went out for membership. The initial membership drive was started in the summer of 1976 and resulted in a total of 63 daily and weekly newspapers pledging support through membership dues for the coming year. Dues were assessed on the basis of circulation size of the newspaper.

With the funds provided by memberships, and support pledged by Oklahoma Press Association, a Coordinator of the Bureau was hired and provided with a secretary and office space. The first major project to be conducted by the newly formed organization was to be a state-wide survey designed to provide information about the markets served by the 63 member newspapers, in 58 communities.

ONAB MARKET SURVEY

By Fall, 1976, a questionnaire had been developed and tested and a state-wide telephone survey was conducted drawing a random sample of respondents from each of the 58 member newspaper communities. This resulted in a sample of over 3000 residents of these communities and provided the basis for a wealth of data concerning these markets and the utilization of the local newspaper by consumers in these markets. While the sample drawn from any given community was too small to be statistically reliable as a basis for prediction concerning that specific community, the results on a state-wide basis did provide extremely reliable indicators on the role that these newspapers play in reaching this broader market area.

Results of the survey were analyzed and published in a booklet which was subsequently distributed to every member newspaper and to the advertising managers and media buyers of the major retailers and regional distributors, and to all AAAA ad agencies as well as the top 100 advertisers and all of their divisions and to major advertising agencies in the region as well. Information contained in this publication provided a revealing profile of the small-market daily and weekly newspaper audience and the role their newspaper played in providing them with such things as world, state and local news and with shopping information.

Following the distribution of the report of the survey, major regional advertisers throughout the state were personally contacted by the Manager of ONAB and were provided with additional information such as individual computer runs by market, penetration figures by Metro newspapers of these markets and information concerning the ability of newspapers in their specific market areas to reach their target audiences. In all over 23 advertising managers and top executives of firms such as Safeway, Humpty Supermarkets, TGY, C. R. Anthony's, J. C. Penney's, etc. were contacted and provided with this information about how the newspapers in their markets could help them reach their customers.

By the end of the first year of its activities, ONAB had succeeded in accomplishing the following:

1. Gaining support from over 63 newspapers throughout the state through their membership in ONAB.

2. Conducting a state-wide survey of consumers in each of the markets served by ONAB member newspapers.

3. Disseminating results of this survey to every member newspaper and to the major advertisers throughout the state and country.

4. Developing a series of mailings for national, and regional advertisers, and advertising agencies telling them of the work of the ONAB.

5. Gathering other pertinent information about member newspapers such as circulation penetration in their cities, counties and market areas.

6. Getting complete up-to-date co-op information for ONAB members to use.

7. Supplying house ads for member newspapers to use in telling their advertisers and readers of the value of newspaper advertising based on ONAB survey data.

8. Supplying other promotional materials to be used on the local level such as billing stuffers and leave-behinds.

What was the reaction of the advertisers and the members to this first year of the experiment? Some excerpts from letters received from these individuals provides a good example of their reaction:

"I am delighted with ONAB's first year! The benefits of belonging to ONAB have been many, even to as small a newspaper as the Grove Sun . . . Come June we're resubscribing for another year; it's one of the most important investments we're making in protecting

(Continued on page 16)

(Ernest F. Larkin is associate professor, school of journalism, Univ. of Oklahoma. Ted Hect is manager of Oklahoma Newspaper Advertising Bureau.)

Marketing

(Continued from page 15)

our business and educating our merchants on the incredible effectiveness of newspaper advertising." (Peter M. Crow, Publisher, the *Grove Sun*.)

"All Oklahoma newspapers should realize that the type of detailed readership and demographic studies that you have made and which are so impressive, need to be continued with vigor and broadened support. It has paid off for us and warrants the across-the-board support of all Oklahoma newspapers. (Harold R. Belknap, Publisher, *Norman* (OK) *Transcript*).

"ONAB is providing the kind of information which the agency needs to make its media buying decisions . . ." (Patti Meis, Vicepresident, Media, Lowe Runkle Co., Oklahoma City, OK.)

By the time the second membership drive got underway in the fall of 1977, interest in the organization had grown, not only among advertising media buyers throughout the state, but also from the non-member newspapers in the state. By the end of the fall membership drive, a total of 78 newspapers had joined the organization.

In the meantime, plans for the second year's activities were well under way. While plans for the first year had called for a concerted effort to gain awareness and support for the organization from the regional advertisers operating within the state of Oklahoma and a few bordering states such as Kansas and Arkansas, the plans for the second year called for a broadening of this basis of activity by beginning a concerted effort to gain similar awareness and support from the major national advertisers and their agencies doing business in the state of Oklahoma.

To facilitate this plan a mailing was made to media buyers in the top agencies and also to advertising managers of the top national advertisers. This mailing contained a copy of the survey report which profiled the Oklahoma Market and the audience to be reached through ONAB member newspapers, and also information concerning ONAB and the type of services it could provide to media buyers and planners seeking new and more efficient ways to reach this growing market.

At the same time a series of mailings was being developed to promote and support the distribution of the 1977 Survey report and to alert media buyers and planners at both the regional and national level of the availability of this report. To support these mailings, and to enhance the recognition of ONAB and the service it provides, a series of small space advertisements have been planned to run in the major advertising trade publications to further support the drive for recognition of this organization.

While the second year plans call for a concerted effort at the national level, they also include activities which will help to maintain the good relations established with the regional advertisers and with the local merchants in the member newspaper communities. These activities include a continuing series of special reports to the regional advertisers as new data from the 1977 survey becomes available; a series of promotional pieces to be developed and provided to the member newspapers for use at the local level such as bill stuffers to be sent to local advertisers telling them of the value of advertising in the local newspaper based on survey data; house ads which will help the local newspaper promote itself to its readers and to the advertisers in its community; workshops and training sessions for the advertising sales representatives from member newspapers so that they will become more familiar with the content of the survey report and be able to interpret it correctly to their clients.

SUMMARY AND CONCLUSIONS

In summary, the experiment which started in the spring of 1975 with a survey of information needs of advertisers and their agencies has developed into an organization which is rapidly gaining in recognition and respect for the information and assistance it has been able to provide to both the small-market newspapers throughout the state of Oklahoma, and to the advertisers, both regional and national who have been searching for ways to reach this market efficiently and effectively.

Has the experiment succeeded? If first indications are indicative, then the answer has to be yes. However, it is really too early to tell just how valuable this organization will be.

IRE libel suit is dismissed

Chelan County Superior Judge Charles W. Cone has dismissed with prejudice (so there can be no refiling) a $4 million libel suit filed against the *Wenatchee* (Wash.) *World* and reporter Ray Schrick.

Peter Licavoli Jr. and his wife, Lizabeth, of Tucson, Arizona, had filed the case after the World had published portions of a series of stories on Arizona situations. Schrick was a member of the team of Investigative Reporters and Editors who had come into that state following the murder of an Arizona newsman.

The judge ruled that Licavoli had failed to provide any substantial indication that he had been damaged by what the *World* published.

APPOINTMENT of Richard W. Carpenter as president of the San Francisco Newspaper Agency has been announced by the company's board of directors. August 1, Carpenter will take over as head of the firm, which acts as business agent and performs all non-editorial functions of the *San Francisco Chronicle* and *San Francisco Examiner*. Carpenter has been vice-president and general manager of the *Philadelphia Evening & Sunday Bulletin* since 1976. Prior to joining the Bulletin in 1962, Carpenter held advertising director and sales promotion positions with such department stores as Rich's in Atlanta, Halle Brothers Co. in Cleveland, and Mabley & Carew in Cincinnati. Carpenter, 60, is a native of Forest Hills, Mass., and is a graduate of the Rhode Island School of Design. He succeeds Darrow Tully as president of the San Francisco Newspaper Agency. Tully resigned earlier this year to become associate publisher of the *Arizona Republic* and the *Phoenix Gazette*.

Income rises

Affiliated Publications, Inc. reported net income of $2,582,000 or $.77 per share for the second quarter of 1978 versus $2,136,000 or $.63 per share for the comparative period a year ago. Six months 1978 net income was $3,459,000, or $1.03 per share versus $2,841,000 or $.84 per share in 1977. Revenues were $39,647,000 versus $35,193,000 during the second quarter of 1977. Six month revenues were $73,705,000 versus $66,219,000.

PR exec buys paper

Robert F. Zonka, former assistant managing editor-features for the *Chicago Sun-Times*, has acquired the *New Buffalo* (Mich.) *Times*, a 3,500 paid weekly in southwest Michigan. Zonka left the Sun-Times in 1973. With his wife, Constance, he formed Zonka & Zonka Co., a Chicago public relations firm specializing in arts, education and entertainment.

How to cope with newsroom search warrants

News organizations are considering plans to deal with police search warrants. What happens if the police show up in the newsroom with a search warrant?

This question is being pondered and there have been suggestions that confidential material be destroyed promptly or kept at locations away from the office.

H.L. Stevenson, UPI editor-in-chief, said neither of these suggestions are very satisfactory solutions to the dilemma now confronting reporters and editors.

Stevenson recommended reporters and editors take the advice of John Quinn, Gannett's senior vicepresident/news, who said Gannett's editors ought to normally cooperate fully with the police when they come to the newsroom armed with a search warrant. "Cooperation may be hard to swallow, but it has its advantages," Quinn said.

"Develop a plan to seek quick reversal of a warrant. Due to time constraints, it may be necessary for editors to talk directly with judges . . . Local counsel should decide what you should say in that event . . .

"Journalists need to keep aware of the possibility of a warranted search in certain . . . news situations and use good sense in handling confidential matters, in making protective copies, in maintaining notes and files," said Quinn.

Since 1970 there have been 15 incidents in which warrants were issued for media searches. This April police sought unpublished notes and a tape recording of an interview with a murder suspect from the AP bureau in Helena, Mont.

The Supreme Court ruled on May 31 that law enforcement agencies armed with search warrants have the right to search newsrooms. A lower court ruling was overturned in a case involving The *Stanford Daily*, whose offices were invaded without warning in 1971.

Five bills have been suggested to reverse the decision and Stanford University has petitioned the U.S. Supreme Court for a rehearing on the search warrant case.

John R. Finnegan, *St. Paul Dispatch-Pioneer Press*, says editors should let the Associated Press Managing Editors know about any tips they may have in dealing with the problem. He said it is important newsmen draw up plans to deal with the search warrant.

He suggests that when the police arrive that staffers insist it be presented only to the editor. "Stall as long as possible and have someone call your attorney immediately. If your state has a shield law, argue that it is being violated."

Finnegan said staffers should try to understand the warrant and that officers restrict themselves only to what is called for in the warrant. "Do not let them expand the area of the search or the materials to be seized."

He suggests that the newspaper have a safe or security cabinet installed in the newsroom for confidential notes. "If only one individual has access to this, so much the better," he says.

"Police may not search locked desks, safes, etc., but if they insist on access, it will delay things if there are few people who have the key or combination."

Finnegan said staffers should be urged to use code names for any confidential news sources. 'Don't use real names or initials on such notes."

He said that notes should not be thrown away. "You may need them for reference in libel actions or in verifying stories." Finnegan also said he prefers that photos not published of accidents or confrontations be destroyed.

Finnegan said that newspapers should cover the search in the paper, complete with photos, that the publicity might discourage a second visit.

He suggests that editors support legislation against the issue of search warrants in newspapers.

"The Supreme Court media style book prefers a semicolon to a comma after the use of the past pluperfect subjunctive!"
Cartoon by Oliphant, Washington Star, Los Angeles Times Syndicate

Directory gives whereabouts of 22,500 journalists

The 1978 edition of the *Alphabetized Directory of American Journalists* has been published.

The directory, first published in 1977, alphabetically lists journalists by name, tells what they are doing and where they are doing it. The directory also contains a listing of America's daily newspapers and all the bureau offices of the Associated Press and United Press International. These listings contain business mailing addresses and business telephone numbers.

Compiled and published by Jack Barkley, editor of the *Kokomo* (Ind.) *Tribune*, the directory listed approximately 20,000 journalists in 1977. The 1978 edition lists almost 22,500. The listings come from more than 1,700 daily newspapers and the two wire services.

Copies of the Alphabetized Directory of American Journalists may be obtained for $9.50 per copy by writing Alphabetized Directory, P.O. Box 231, Kokomo, 46901.

Off shore oil ad supplement run

The National Ocean Industries Association recently used the *Washington Post* as the basic distribution medium for its 8-page, full-color informational supplement entitled "America Offshore."

According to Jack Kerrigan, general advertising manager of the Post, some 825,000 of the full newspaper-size supplements were carried in last Sunday's edition. The purpose of the supplement is to inform the public, the press and government leaders more about the problems faced by offshore industries.

Another 75,000 copies of the supplement will be distributed in July in the *Atlantic City Press*. Atlantic City's proximity to current offshore operations in the Atlantic Ocean make it an important port for the NOIA companies. "America Offshore" was prepared and written by Lou Resseguie and was produced by the Demaine Lambert advertising agency of Alexandria, Va.

24 journalists win fellowship grants

Fellowships have been awarded to 24 journalists to study at Stanford University and the University of Michigan for the 1978-79 academic year.

The fellowships are funded by grants from the National Endowment for the Humanities.

The nondegree program for the 12 fellows at each university begins in September. In addition to tuition, fellows receive a $15,000 stipend to pursue independent study and attend specially designed seminars over the nine months period.

Selection of the fellows was made independently by each university. The winners of the fellowships come from all branches of the news media and from many regions of the United States.

The Michigan program is directed by Prof. Ben Yablonky of the Department of Journalism. The program at Stanford is under the direction of Prof. Lyle M. Nelson of the Department of Communication and Harry N. Press, managing director.

The National Endowment for the Humanities is chartered by Congress to make grants to support scholarly research, education and activities for the general public which will aid broad participation in the humanities.

Stanford University fellows and their intended areas of study:

Daniel J. Sullivan, 42, theater critic, *Los Angeles Times*. Dramatic theory and the visual facets of theater.

Peter Y. Sussman, 37, assistant news editor, *San Francisco Chronicle*. Modern arts, poetry, linguistics.

Cary P. Stiff, 41, co-owner, editor, and publisher, *Clear Creek Courant*, Idaho Springs, Co., History, political science, law.

Noah Adams, 36, cohost, writer, and editor, "All Things Considered," National Public Radio, Washington, D.C. World history and politics; poetry.

Diana L. Diamond, 41, managing editor and suburban coordinator, Lerner Newspaper, Highland Park. Urban studies.

Richard A. Knox, 31, medical editor, *Boston Globe*. The human, ethical, historical, and legal facets of medical care.

Stewart Dill McBride, 29, correspondent, *Christian Science Monitor*, Boston. The history of ideas; American culture; literature; history of film.

Ann Stewart Hayward, 33, associate producer and producer/director/writer, ABC-tv News, documentary division, New York City. Third World studies and intercultural relationships.

Susan K. Jetton, 33, state capitol correspondent, *Charlotte Observer*. History of labor, and the role of women and blacks in the labor movement.

Gregory G. Graze, 30, staff writer, *Dallas Times Herald*. Constitutional law and civil liberties; American history.

Ross H. Anderson, 30, city hall reporter, *Seattle Times*. Philosophy and logic.

Ronnie L. Hess, 32, executive producer, news and public affairs, WHA radio, Madison. Linguistics and the use of language in communication.

Larry Hatfield, 37, *San Francisco Examiner*. Latin America—history, politics, economics.

Kenneth Dalecki, 35, Washington correspondent, Thomson Newspapers. Problems of government and its role—political science, philosophy, economics, law.

Allen Hundley, 32, assistant director, specialized audience programs, National Public Radio. Philosophy of science, psychology of religion, traditional belief systems of Asia.

Ronald Taylor, 29, environmental reporter, Bureau of National Affairs, Inc. Natural resources development.

Robert Swann, 31, chief copy editor, *Baltimore News American*. Urban studies, social and economic problems of American life.

Brian Flanigan, 32, news reporter, *Michigan Chronicle*, Detroit. Law and social psychology in relation to cities.

George Waldman, 34, staff photographer, *Detroit News*. Urban affairs—history and culture.

Kenneth Winter, 27, assistant general manager, *Petoskey News-Review*. Relations between press and government—history and law.

Richard Lutz, 39, executive producer, WQED, Pittsburgh. Public policy, value systems, quality of life.

Anne Stanaway, 47, producer, WITF-tv, Hershey, Pa. American Studies, philosophy, literature, anthropology.

Anthony Wood, 29, reporter, United Press International, Philadelphia. Latin America—history, politics, economics.

John Stark, 28, assistant city editor, *El Paso Times*. Culture and history of Mexico.

49 papers run free Casper comic strip

Forty-nine newspapers are now using a Casper The Friendly Ghost special monthly strip.

Casper appears as The Friendly Cub Scout in promoting Cub Scout programs for the Boy Scouts of America.

The strip is being automatically mailed, free of charge, to newspapers by Harvey World Famous Comics with the joint approval of Alfred Harvey and the Boy Scouts of America.

Strips are available for the balance of 1978 from Mrs. Evelyn Johnson, Vice President, Harvey World Famous Comics, Inc., 15 Columbus Circle, New York, N.Y. 10023.

News department realigned

A series of news management changes and promotions has been announced by the *Patriot Ledger* of Quincy, Mass.

The 75,000-circulation daily which serves 30 communities south of Boston has streamlined its news department into three sections—hard news, special pages and sports.

Appointed community editor, a new position, was Carl Beck, an eleven-year veteran of the newspaper. He will coordinate local coverage with the help of a day assistant, Robert Souther, and a night assistant, Rick C. Howland.

Jon Lehman was named night editor responsible for planning and supervising news operations from noon to midnight for all editions.

Stephen D. Murphy was appointed editor of special pages, another new position. He is responsible for all soft news pages and special supplements. Named to assist him were Vera Vida, Keith Bunting and Lou Molinari.

Succeeding Molinari as assistant sports editor was Earl LaChance who joined the newspaper's sports department in 1963 as a Northeastern University cooperative student and became a full-time sports writer in 1966.

Appointed associate editor of the editorial page was Dorothy Newell who joined the staff in 1963 as religion editor and general assignment reporter with a special interest in the environment.

Charity gets proceeds of pro football game

The Los Angeles Rams will play the New England Patriots August 5 in the 33rd annual *Los Angeles Times* Charity Game.

The Times game is the longest unbroken series of such games in the history of the National Football League. The College All-Star Game in Chicago, sponsored for charity by the *Chicago Tribune*, formerly held the distinction.

The first Times Charity Game was held in 1946, when the Rams beat the Washington Redskins, 16-14. That initial game raised $96,711 for the Times Fund.

Since then, more than 2.2 million football fans have attended Times Charity Games, resulting in more than $2.5 million for the Times Fund. In the past 33 years the Times Fund has contributed more than $10 million for a variety of youth charities throughout Southern California.

In addition to the Times Charity Football Game, the Times Fund also sponsors the Indoor Games track meet, the Times '500' NASCAR stock car race, and the National AAU Track and Field Championships.

The next edition is ready to roll

The Daily King II incorporates the most recent proven engineering innovations in web press design...resulting in a press that is uniquely different in style and ease of operation.

For example, the step-saving pneumatically operated press control system allows all printing functions to be controlled, in proper sequence, from the operator's console.

Combine these features with others. . .like a "printer-preferred" ink ducting system, increased speeds, infinitely variable dampening system, pneumatically controlled folder nip rollers. . .and you'll see why the Daily King II is the newest edition in engineering, printability, and over-all functional beauty. Contact us today for the full Daily King II story.

dailyking II

KING PRESS, INC.

P.O. BOX 21 EP ● JOPLIN, MISSOURI 64801
PHONE (417) 781-3700 ● TELEX 436485 AMERKING

One of the White Consolidated Industries

WCI

Newspeople in the news

THOMAS P. HALEY, director of employe relations of the *Detroit Free Press*—named vicepresident for administration of the *Dallas Times Herald*. In the newly-created position Haley will be primarily responsible for financial operations, personnel, labor relations and data processing. ROBERT E. HOLLINGSWORTH, vicepresident and general manager—appointed vicepresident and assistant to the publisher. THOMAS R. MCCARTIN, executive vicepresident—assumes responsibility for production operations in addition to advertising, circulation, and marketing services.

* * *

ROBERT P. KYLE, city editor of the *Daily Herald*, Arlington Heights, Ill.—given the additional responsibilities for all local reporting staffs. PAMELA THOMAS, education editor—appointed assistant metropolitan editor/education. JOHN LAMPINEN—named to the new position of director of special reporting projects. The reorganization moves are related to the planned launching of a Sunday edition on October 1.

* * *

JAMES HOGE, editor in chief of the *Chicago Sun-Times*—named an executive vicepresident. Also serving as an executive vicepresident is general manager JOE MCADAMS. Hoge is in charge of the paper's editorial operations, the Field News Service and *Suburban Week*.

* * *

PATRICK O'DONNELL, previously a reporter for *Wall Street Journal*—named director of corporate relations for Knight-Ridder Newspapers Inc. He succeeds DON C. BECKER—elected publisher and chairman of the *Gary* (Ind.) *Post-Tribune*.

* * *

ABY S. TOPP—appointed publisher of *Oshawa* (Ont.) *Times*, succeeding WILLIAM J. LUPTON who retired. Topp was publisher of and general manager for last 6 years of the *Welland Tribune*.

HILEY H. WARD, former religion editor and writer for the *Detroit Free Press*—named chairman of the journalism department in the School of Communications and Theater at Temple University, effective in July succeeding JACQUELINE STECK, acting chairperson for the past year. Dr. Ward joined the Temple faculty in September 1977 as associate professor of journalism. Ward writes a Saturday religion column for the *Philadelphia Inquirer*.

Jim Bishop Day was celebrated in his home town of Jersey City recently with ceremonies honoring the veteran columnist and author in Liberty State Park. Bishop (center) received an honorary doctor of humane letters from Saint Peter's College. Mayor Francis F. X. Smith (right) presided, and also on hand was King Features president Joseph D'Angelo. King syndicates Bishop's column to more than 200 newspapers.

HOLLY WILCOX—joined Carl Byoir & Associates, Inc. in the San Francisco office and NANCY GRAVATT—joined the Washington office.

* * *

J. PATRICK BERLING—appointed assistant advertising director of the *Naples* (Fla.) *Daily News*. He formerly was retail advertising manager of the *Washington Star*.

The *Christian Science Monitor* has changed editors for 3 of its feature sections and established a new editorial post which oversees writers contributing feature material to the new weekly pullout section.

BRUCE MANUEL, who joined the Monitor in 1970—named special writers editor from arts/entertainment editor. Appointed to Manuel's former post—FREDERICK GUIDRY, who has held a variety of editorial posts, most recently book editor. Moving to book editor is JANET DOMOWITZ, formerly editor of the Zeepage and Focus column. DIANE CASSELBERRY—to succeed Domowitz, from assistant editor on the American news desk.

* * *

WILLIAM G. BRITTAIN—retired June 30 following 32 years with the *Columbia* (S.C.) *State* and *Columbia Record*. For the past 14 years he has been director of the promotion and research department. He has been active in the Newspaper in Education program and anticipates consulting with other newspapers on NIE programs.

* * *

VIRGINIA CARROLL—named vicepresident and associate media director at deGarmo Inc., a New York advertising agency. Carroll, whose media experience spans more than 20 years, has been with deGarmo since 1974.

* * *

MIKE CLIFTON—editing the *Journal of Commerce & Industry*, Indiana edition, Kokomo, Ind., a monthly. JANIE SHORT, a 1978 graduate of Ball State University with a degree in journalism and public relations—joined the editorial department.

* * *

WILLIAM M. STOODY, circulation manager of the *Kitchener-Waterloo* (Ont.) *Record*—named public service director and will be succeeded in his former post by DAVID BUCHLEN, assistant circulation manager. Stoody is a past president of the Canadian Circulation Managers Association.

* * *

HAROLD EVANS, editor, *London* (Eng.) *Sunday Times*—appointed the first honorary visiting professor of journalism at the City University of London.

* * *

ROBERT M. CYPHER, account executive on the Westchester Rockland Newspapers retail group staff—appointed creative services director. He joined the WRN group staff in 1972 and for the past 2 years has been special project manager of the commerce & industry editions.

* * *

RICK R. SMITH, sports editor of the *New Castle* (Ind.) *Courier-Times*—named sports editor of the *Port Huron* (Mich.) *Times Herald*. Smith replaces PAUL WHITE, who moves to the copy desk.

Business Brokers
Specializing in Communications Properties
Licensed Securities Dealers
Underwriting — Financing

R. C. CRISLER & CO., INC.

CINCINNATI, OHIO

Richard C. Crisler
Alex Howard
Clyde G. Haehnle

580 Walnut St.
Cincinnati, Ohio 45202
Phone (513) 381-7775

AN E&P PULL-OUT SECTION JULY 29, 1978

Editor & Publisher

53RD ANNUAL DIRECTORY OF SYNDICATED SERVICES

1978 SYNDICATE DIRECTORY

FEATURE INDEX • AUTHORS • ARTISTS • COMICS • COLUMNS • SYNDICATES

UNITED FEATURE SYNDICATE

200 Park Avenue, New York, N.Y. 10017
(212) 557-2333

NATIONAL AND WORLD AFFAIRS

WILLIAM BEECHER (2tw)
DATELINE EUROPE, Karol C. Thaler (2tw)
DATELINE: U.N., Louis Halasz (1tw)
JOHN D. LOFTON, JR. (3tw)
OF ARMS AND MEN, Col. Robert D. Heinl (1tw)
NATIONAL WHIRLIGIG, Ernest Cuneo (3tw)
JANE O'REILLY (1tw)
VIRGINIA PAYETTE (3tw)
WILLIAM L. RYAN (1tw)
SAY IT STRAIGHT, Victor Lasky (1tw)
HENRY J. TAYLOR (3tw)
GUS TYLER (3tw)
ROBERT J. WAGMAN (occ)
WASHINGTON CALLING, Marquis Childs (2tw)
WASHINGTON MERRY-GO-ROUND, Jack Anderson (7tw)
WEEKLY SPECIAL, Jack Anderson (1tw)

THE LIGHTER SIDE

JIM AYLWARD (3tw)
CONTINENTAL DIARY, Noel Anthony (1tw)
LADIES FIRST, Trixie Belmont (1tw)
MIRRORS OF WASHINGTON, Isabelle Shelton (1tw)
NORTON MOCKRIDGE (5tw)
OTHERWISE, Tom Fesperman (3tw)
SENATOR SOAPER, Sandy Teller (6tw)
WOMAN'S WORLD, Iris Hartman (5tw)

BUSINESS AND FINANCE

DAILY INVESTOR, Don G. Campbell (5tw)
MUTUAL FUNDS, Don G. Campbell (1tw)
THE ECONOMY TODAY, Herbert Stein (1tw)
THE GREER/KANDEL REPORT (3tw)
TRADE WINDS, Lou Schneider (6tw)

CONSUMERISM

BEFORE YOU BUY, Margaret Dana (1tw)
CONSUMER'S QUESTION-BOX, Margaret Dana (1tw)
FOR THE CONSUMER, Sidney Margolius (2tw)

HEALTH AND PERSONAL WELFARE

FOR WOMEN ONLY, Dr. Robert C. Newman (3tw)
INSIGHT, John Wykert (1tw)
THE YEARS AHEAD, Ghita Levine (1tw)
THINGS THAT MATTER, George Plagenz (1tw)
TIME OF YOUR LIFE, Jack Smith (3tw)

PUZZLES AND WORD GAMES

CHALLENGE MAZE (1tw)
CROSSWORD PUZZLER (7tw)
DIAGRAMLESS PUZZLE (1tw)
FIND-A-QUOTE PUZZLE (1tw)
LITTLE PEOPLE'S PUZZLE, Leo White (7tw)
PRIZE CROSSWORDS (1tw)
PRIZEWEEK PUZZLE (1tw)
SCRABBLE®-Grams, Judd Hambrick (7tw)
SUNDAY THEME CROSSWORD (1tw)
TODAY'S CROSSWORD PUZZLE (7tw)
WORD GAME, Kathleen Saxe (7tw)
WORDY GURDY, Tricky Ricky (6tw)

YOUTH AND ADVICE

SUSIE MAC, Val Winsey (5tw)
POP SCENE SERVICE, Barbara Lewis (wkly service)
ROCKPILE, Stokes Walesby & Al Cunniff (1tw)
TEEN FORUM, Dr. Jean Adams (6tw)

SPECIALTY COLUMNS

ASK ANYBODY -- ANYTHING, Martin Alwyn (1tw)
AUTO ALBUM, Tad Burness (1tw)
BEST SELLERS, Publishers Weekly (1tw)
BIO-DEX, Ken Michaels (7tw)
IT'S ON THE TIP OF MY TONGUE, Dan Carlinsky (1tw)
OLD FARMER'S ALMANAC (1tw)
POLEMRICKS, Steve McKinstry (3tw)
THE ACES, Ira G. Corn (7tw)
WE HOLD THESE TRUTHS, Mackenzie/MacNelly (3tw)
WHAT'S THE LAW, Jack Strauss (6tw)
WORDS, WIT & WISDOM, William & Mary Morris (6tw)
YOUR BIRTHDAY, Stella Wilder (7tw)
YOUR STARS THIS WEEK, Stella Wilder (1tw)

FOOD AND DIETING

CHEF MARCIA, Marcia Burg (1tw)
EAT, DRINK & BE MERRY, Robert J. Misch (1tw)
GOOD FOOD, Leslie Land (1tw)
NATURE'S KITCHEN, Mary S. Durkin (1tw)
SLIM GOURMET, Barbara Gibbons (3tw)

BEAUTY AND FASHION

FASHION, FACE & FIGURE, Florence de Santis (wkly service)
LIFESTYLE, Marian Christy (3tw)
PATTERN SERVICE, DRESS (7tw)
PATTERN SERVICE, KNIT (7tw)

HOUSE AND HOME

ANTIQUES & STUFF, Anne Gilbert (1tw)
COLLECTOR'S CORNER, Thomas A. Bateson (1tw)
DESIGN FOR PEOPLE, Emily Malino (1tw)
FIRST AID FOR THE AILING HOUSE, Roger Whitman (4tw)
HOUSE PLANS, Gerry Bishop (1tw)
INTERIOR DECORATING, Genevieve Fernandez (wkly service)

SPORTS

BILLY CASPER'S GOLF, Billy Casper (2tw)
BOATING, Julius Cooper (1tw)
BOWLING TIPS, Weber & Costello (4tw)
MICKEY CHARLES (7tw)
NBA TIP-OFF (1tw)
NFL GAME PLAN (1tw)
PALMER METHOD, Arnold Palmer (2tw)
ROCKET SHOTS, Rod Laver (3tw)
SKIING, Jean-Claude Killy (1tw)
TIPS FROM THE TOUR, Arnold Palmer (1tw)

TV AND FILMS

MARILYN BECK'S SHOW BUSINESS (8tw)
CELEBRITY INTERVIEWS, Rebecca Morehouse (occ)
HOLLYWOOD HOTLINE, James Bacon (5tw)
SHOWTIME COVER ART (1tw)
TEE VEE LAFFS, Cliff Rogerson (6tw)
TELE-PUZZLE (1tw)
TRIVIA TEASERS, Gene Herndon (1tw)
TUNE IN TOMORROW, Jon-Michael Reed (3tw)
TV BONUS PACKAGE (wkly service)
TV CROSSWORD (1tw)
TV DATA FEATURES (wkly service)
TV DATA LISTINGS (7tw)
TV FILM SOURCE SERVICE (annually)
TV GRIDS (local and national)
TV QUIPS, Gene Herndon (1tw)
TV PHOTO SERVICE (7tw)
TV PREVIEWS, Dan Lewis (7tw)
TV ROLLING LOGS (local and national)
TV SCOUT (5tw)
TV STARSCREEN PUZZLE, Al Kilgore (1tw)
TV TANGLES, Gene Herndon (1tw)
TV TEASER (1tw)
TV TIDBITS (1tw)
TV WATCH (wkly service)

NEWS SERVICES, SERIES, SUPPLEMENTS

NANA NEWS SERVICE (5tw)
NANA PONY SERVICE (1tw)
SCRIPPS-HOWARD NEWS SERVICE (6tw)
SPOTLITE SERVICE (1tw)
THE ECONOMIST (1tw)
WOMEN'S NEWS SERVICE (5tw)

CAMERA-READY

COMPUTER COMPATIBLE

SCANNABLE (ANY FONT)

We're in fashion ...and more!

And that means more for your readers. More features on people and the arts, business, consumer affairs, health, and, of course, fashions.

All presented in the Fairchild manner. Smart and knowledgeable. Imaginative and insightful. With punch and panache. More of the people and places your readers want to know about. With more of the graphics readers respond to.

BUSINESS PACKAGE:
International and domestic news, analyses, investigative features. What moves new products and the firms and people who move them. What's happening on Wall St. by writers who know why.

CONSUMER PACKAGE:
Reports, surveys, studies from across the country and around the world. How-to features on beauty, health, shopping, and more.

HEALTH PACKAGE:
Beauty care, physical fitness, medical breakthroughs. Latest trends and routines in hair, skin, nail, and body treatments.

SOCIAL PACKAGE:
Fairchild's Arts & People coverage. One-on-one interviews with politicians, designers, writers, filmakers, entertainment stars. Up beat, updated reviews on books, food, wine, films, dance, theatre. And some old-fashioned gossip, too.

FASHION PACKAGE:
As only Fairchild can cover. International and domestic news and trends in clothing — men's, women's and children's — and interior design.

Get more now. *Get the Fairchild packages by wire (UPI), mail or messenger–daily, weekly or monthly. Any number of packages, each with daily photo service. For more information, call Caroline Vanderlip, Director of Syndication, (212) 741-4315. 7 East 12th Street, NYC. 10003.*

THE FAIRCHILD SYNDICATE

A Division Of Capital Cities Media.

WE REPORT ON THE PEOPLE WHO INFLUENCE PEOPLE.

In the feature syndicate business it's not enough just to be big. You've got to be good.

You're proud of your editorial staff and the work it does. You encourage its enterprise, lively writing and community involvement. But a great deal of your newspaper's content comes not from your staff, but from feature syndicates such as King. Comics, commentary, crosswords, TV previews, do-it-yourself articles, special series, horoscopes. And much more. Your feature lineup has got to be as good as the rest of your paper. That's why we work so hard to provide you with quality material. It's not enough for King just to be a big syndicate, we've got to be a good one. Because more than 3,300 newspapers around the world are counting on us.

King Features Syndicate

JOSEPH F. D'ANGELO, President

BENSON M. SRERE, Vice President & General Manager

ALLAN PRIAULX, Executive Editor • SYLVAN BYCK, Comic Art Editor

RICHARD E. FALES, National Sales Director

HAROLD SCHNEIDER, International Sales Director

The Most Widely Read Comic Strips in the World

BLONDIE—The most popular newspaper feature, spreading laughter in over 1700 newspapers. By Dean Young and Jim Raymond. D&S.

BARNEY GOOGLE AND SNUFFY SMITH—The comics classic that builds loyal readership in over 800 newspapers. By Fred Lasswell. D&S.

BEETLE BAILEY—The Army's famous goof-off, created by Mort Walker, is a reader favorite in over 1425 newspapers. D&S.

AGATHA CRUMM—A fast-growing strip featuring a lady tycoon who's a board room tyrant but a pussycat with her wacky family. By Bill Hoest. D&S.

FLASH GORDON—Soaring higher than ever, as befitting the character that has long stood for the best in science fiction adventure. By Dan Barry. D&S.

ARCHIE—America's most popular teenager is a star in both newspaper comic pages and TV. D&S.

BRICK BRADFORD—This famed character travels through time on the road to high adventure in science fiction. By Paul Norris. D&S.

BUZ SAWYER—The ace troubleshooter who finds excitement and adventure all over the globe. Masterfully written and superbly drawn. D.

DR. KILDARE—This popular young medic has starred in books, films and on TV. Ken Bald's art highlights the strip. D&S.

BRINGING UP FATHER—The ever-popular domestic squabbles of Maggie and Jiggs. By Kavanagh-Fletcher-Camp. D&S.

GUNNER—A fast-paced soccer strip with universal appeal. By Alfredo Grassi and Lucho Olivera. D.

HENRY—The most widely read pantomime strip in the world. By John Liney and Don Trachte. D&S.

HUBERT—His conflicts with his mother-in-law are hilarious. In panel or strip format. By Dick Wingert. D&S.

THE FLOP FAMILY—A laugh-provoking caricature of family life. By Swan. D.

HAGAR THE HORRIBLE—Dik Browne's bumbling, blustering Viking is in more than 900 papers and still growing fast. D&S.

HI AND LOIS—The charming misadventures of a young suburban family, creating fun in over 800 papers. By Mort Walker and Dik Browne. D&S.

DONALD DUCK—A Walt Disney favorite whose temper tantrums and wise quacks are always funny. D&S.

JUNIOR WHIRL—Tantalizing puzzle page for both kids and grownups. By Hal Kaufman. S.

THE KATZENJAMMER KIDS—Hans, Fritz and the Captain never fail to provoke laughter. By Mike Senich. S.

LET'S SEW—Every woman who sews responds to this Sunday comic page feature. Printed patterns. S.

LITTLE IODINE—A spoiled kid who's an expert at keeping her dad at the boiling point. By Bob Dunn and Hy Eisman. S.

THE HEART OF JULIET JONES—Enthralling human interest stories and Stan Drake's magnificent art. D&S.

BONER'S ARK—Mort (Addison) Walker's zany animals, with the funniest traits of humans. D&S.

MR. ABERNATHY—The little man who's an expert at amassing money, girl friends and readers. D&S.

MOOSE MILLER—He's lazy and lovable and very, very funny. By Bob Weber. D&S.

MICKEY MOUSE—The character that made Walt Disney famous is as delightful as ever. D&S.

NUBBIN—A cute youngster and his daffy animal buddies. By Jim Burnett and Henry Boltinoff. D.

THE PHANTOM—"The ghost who walks" is famed throughout the world. By Lee Falk and Sy Barry. D&S.

PATTERN PARTY—A striking presentation of the latest fashions in full color to attract women to your comics supplement. S.

MANDRAKE THE MAGICIAN—Occult adventures, brewed up by the master of magic and his famed partner Lothar. By Lee Falk and Fred Fredericks. D&S.

SCAMP—This cuddly Walt Disney canine is what puppy love is all about. D&S.

WINNIE THE POOH—Walt Disney's delightful all-new comic starring the famed Pooh, a pompous knight and the funniest dragon you ever did see. D&S.

INSIDE WOODY ALLEN—The inimitable wit that won Woody Allen and his movie Annie Hall four Academy Awards has been captured in the comics. By Stu Hample. D&S.

SAM AND SILO—Two zany constables star in a new strip from the most creative comics studio in the world. By Jerry Dumas and Mort Walker. D&S.

STEVE CANYON—The world's most widely read adventure strip, brilliantly written and drawn by the inimitable Milton Caniff. D&S.

PRINCE VALIANT—Superb art and masterful storytelling keynote Hal Foster's renowned adventure classic. S.

QUINCY—A delightful black youngster from the inner city stars in Ted Shearer's warmly human and humorous strip. D.

REDEYE—The original hilarious spoof of the Old West. By Gordon Bess. D&S.

RIP KIRBY—The suave gentleman detective in thrill-packed adventure stories. Beautifully drawn. By John Prentice and Fred Dickenson. D.

SECRET AGENT CORRIGAN—Suspenseful stories starring an intrepid FBI agent. By Al Williamson and Archie Goodwin. D.

THE SMALL SOCIETY—Brickman deftly satirizes politicians—and life in general. D&S.

POPEYE—The spinach-eating sailor is bigger and more popular than ever on TV and in the comics. By Bud Sagendorf. D&S.

TIGER—It's terrific humor for youngsters, because its kids act like kids. By Bud Blake. D&S.

TIM TYLER'S LUCK—Two teens take on beasts and bad guys in Lyman Young's jungle stories. D.

TREASURY OF CLASSIC TALES—Walt Disney stories that appeal to readers of all ages. S.

Daily Panels and Sunday Color Pages

THE LOCKHORNS—Husband vs. wife in a never-ending fun battle of the sexes. By Bill Hoest. D&S.

LAFF-A-DAY—Big-name cartoonists take turns providing laughs in this most popular panel. D.

RIPLEY'S BELIEVE IT OR NOT!—The world-famed feature that is rich in facts and amazing entertainment. D&S.

THE LITTLE WOMAN—The foibles of marriage are portrayed in Don Tobin's fun feature. D&S.

HAZEL—Ted Key's maid has been made into a national institution by her antics in the comics, in magazines and on TV. D.

QUEENIE—A blonde bombshell who leaves men goggle-eyed and women envious. By Phil Interlandi. D.

my grandma...—She's become everybody's favorite grandma. By Donna Sott. D.

LAUGH TIME—A panel that provides a laugh every day. By Bob Schroeter. D.

TODAY'S WORLD—A delightfully funny panel that is very contemporary. By David Brown. D.

Special Christmas Feature

WALT DISNEY'S CHRISTMAS STRIPS—All-new Christmas adventure strips from the most famous name in family entertainment.

PONYTAIL—The teenager who's a delight to readers of all ages. By Lee Holley. D&S.

WORDPLAY—Words dramatized vividly and humorously. Used by teachers in classrooms. D.

THEY'LL DO IT EVERY TIME—A famous feature that provides laughs by its oh-so-true comments on human nature. By Bob Dunn and Al Scaduto. D&S.

TRUDY—The wacky darling of the young marrieds. By Jerry Marcus. D&S.

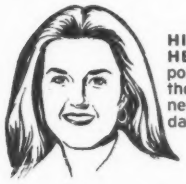
YOU'RE GETTING CLOSER—A warm, delightful fun way to improve parent-child relationships. By Patte Wheat and Dale Hale. D.

Service and Lifestyle Features

PLANTS IN THE HOME—By far the best written and most widely read feature on indoor gardening. By Elvin McDonald, contributing editor of House Beautiful magazine. Illustrated. 2/wk.

LIVING TODAY—It's six features weekly by prize-winning Joan O'Sullivan, with something every day for every woman. Photo illustrations. 6/wk.

- **CLOSE-UP**: unusual interviews on lively topics.
- **DESIGNER'S SHOWCASE**: profiles of new designers.
- **STYLE**: Practical coverage of fashion trends.
- **MEALS**: Soup to nuts food coverage with outstanding art.
- **NUTRITION COOKBOOK**: Phil Corradeno tells how to cook nutritionally.
- **SHELTER**: New ideas in home decorating.



HINTS FROM HELOISE—The most popular service column in the world, loaded with new homemaking tips daily. D&S.

A NEW YOU—Famed authority Emily Wilkens passes on the beauty, diet and grooming secrets of the beautiful people. Also etiquette tips. 3/wk.

MIRROR OF YOUR MIND—Contemporary and practical psychology in an easy-to-read format. By John Conwell. Illustrated. 6/wk.

THE LEISURE CRAFTSMAN—Fascinating projects, with special emphasis on crafts for children. By Phyllis Fiarotta. Illustrated. 3/wk.

ASK DR. BROTHERS—Quality counsel by America's most noted psychologist, Dr. Joyce Brothers, with special "In The News" column. 7/wk.

MIND YOUR MONEY—Peter Weaver concentrates on the major money issues in his national consumer action line. Special attention to the problems of retirees. 3/wk.

INVESTORS' GUIDE—Valuable, authoritative advice for both novice and experienced investors. By veteran William A. Doyle. 6/wk.

TECH TALK—An authoritative weekly report on what's new in CB and the booming consumer electronics area. By Dick Cowan.

REAL WORLD—A unique career guidance feature that can make young adults and students permanent readers of your paper. By George Nobbe. 1/wk.

SPEAKING OF YOUR HEALTH—Dr. Lester L. Coleman's highly respected column that provides up-to-the-minute medical advice. 6/wk.

THE PENNY-WISE TRAVELER—Delightful travel columns help readers save money and have more fun on trips throughout the world. By Jane Morse. Illustrated. 1/wk.

PHYLLIS BATTELLE'S ASSIGNMENT AMERICA—A famed reporter finds the human essence of the new lifestyle trends and social issues. 2/wk.

©1978 King Features Syndicate, Inc.

Patterns

The most comprehensive pattern service available to newspapers. Brilliant and practical designs of all kinds and unmatched fulfillment have made these the pattern services of choice for over 1,000 newspapers:

- **ALICE BROOKS NEEDLECRAFT DESIGNS.** 7/wk.
- **ANNE ADAMS DRESS PATTERNS.** Printed Patterns. 7/wk.
- **LAURA WHEELER NEEDLECRAFT DESIGNS.** 7/wk.
- **MARIAN MARTIN DRESS PATTERNS.** Printed patterns. 7/wk.
- **LET'S SEW.** For weekend supplements. 1/wk.
- **PATTERN PARTY.** For weekend supplements. 1/wk.
- **PROMINENT DESIGNER PATTERNS.** 1/wk.

HELEN BOTTEL—Perceptive, witty advice on sex, love and life for readers of all ages. By Helen and Sue Bottel. 6/wk.

YOUR HOME—BUILD AND IMPROVE—Imaginative plans for building and improving all types of homes, by noted architects John D. Bloodgood and Augustus Suglia. Illustrated. 1/wk.

NUTRITION COOKBOOK—How to cook nutritious and delicious meals. By Philomena Corradeno. It's part of Living Today. 1/wk.

SUPER HANDYMAN—Expert Al Carrell shows readers how to save money and time by doing their own home and apartment repairs. Illustrated. 3/wk.

THE WONDERFUL WORLD OF ANIMALS—An authoritative and wittily written feature for the 128 million U.S. pet owners. By Frank Miller, D.V.M. Illustrated. 6/wk. & W.

Editorial Commentary

NICHOLAS VON HOFFMAN—A provocative social, economic and political commentator who strikes sparks, brings excitement and readers to your paper. 3/wk.

JIM BISHOP: REPORTER—The master story teller whose column is always must reading. 3/wk.

RONALD REAGAN—Giving readers first-hand the thinking of one of America's foremost political figures. 2/wk.

JOHN CHAMBERLAIN'S THESE DAYS—Graceful writing and in-depth research from an erudite commentator. 3/wk.

JOHN ROCHE'S A WORD EDGEWISE—A distinguished scholar and veteran political analyst backgrounds readers on current affairs from a "social democratic" perspective." 2/wk.

RANAN LURIE—The Quality Political Cartoon and Caricature Service. A prestige feature. Service includes Lurie's famous caricatures and on-scene reports. 6 to 8/wk.

DOUG MARLETTE—A fresh perspective from a master of humor with a bite. 3/wk.

DRAPER HILL—A foremost editorial cartoonist. He calls his powerful cartoons "licensed mischief." They're much more. 4/wk.

KEVIN P. PHILLIPS—The premier analyst of American politics. Includes weekend "Phillips on the Polls" 4/wk.

JOE KINGSBURY SMITH—Invaluable contacts with world leaders give this Pulitzer Prize winner headline-making columns. 1/wk.

MARIANNE MEANS' WASHINGTON—A top woman journalist interprets Washington politics with insight and clarity. Her weekend "Washington Sideshow" keeps tabs on personalities. 3/wk.

JEFFREY HART—The highly respected author and professor who leads the "new conservatives." His campus viewpoint clarifies youthful thinking. 3/wk.

Entertainment Features

THE GOSSIP COLUMN—Robin Adams Sloan made gossip the "in" thing and is still the best read column in the field. 3/wk.

BERT BACHARACH'S NOW SEE HERE—A newsy, people-oriented column by the well-known bon-vivant. 4/wk.

CROSSWORD PUZZLES—Daily and Sunday puzzles of all degrees of difficulty; 2-col. daily puzzles and a 3-col. Sunday puzzle. Cryptoquotes and Cryptoquips provided as bonuses. Also, 2 Spanish puzzles.

HOLLYWOOD—First with everything readers want to know about the movie and television stars. By Dorothy Treloar. 6/wk.

JACK O'BRIAN—He gets to the core of the Big Apple, covers the theatre, TV, the literary scene and the activities of the movers and shakers. 6/wk.

Rolling Stone

King Features is exclusive worldwide syndication agent for this recognized leader among youth-oriented publications. Available for newspapers:

Three weekly columns—record reviews, gossip and profiles of the stars.

The Rolling Stone Feature Service—providing three to five of the magazine's feature articles on music, politics and the American society, serviced on a bi-weekly basis. Some illustrated.

The Rolling Stone Premium Service—A one-shot service of the exciting blockbusters that have made Rolling Stone one of the most widely quoted publications in the country.

WORD SLEUTH—This fascinating find-the-words puzzle is the most popular feature of its kind. 6/wk.

TV KEY—Comprehensive service including reviews of day's top shows, star profiles, movie reviews and behind-the-scenes stories. By Steven H. Scheuer and staff. 7/wk.

B. JAY BECKER'S CONTRACT BRIDGE—The most widely read bridge column in the world. By the famed record holder of Masters' Individual Championships. 7/wk.

SOAP OPERA SCENE—Inside info on the TV programs and stars who have the most faithful of all fan groups. 1/wk.

FRANCES DRAKE'S YOUR INDIVIDUAL HOROSCOPE—Personal forecasts for every day of the week. 7/wk.

WISHING WELL—A feature readers look forward to every day. The solution is a personal message based on the letters in their name. 7/wk.

Sports Features

PLAY BETTER GOLF with JACK NICKLAUS—The most promotable, authoritative and useful golf feature. Strip or panel. 3/wk.

CURT GOWDY'S FISH AND GAME TIPS—The famed outdoorsman's fishing and hunting feature that is suitable for papers everywhere. Strip or panel. 1/wk.

ALAN MAVER'S SPORTS CARTOONS—The big moments in sports, captured by a veteran illustrator's superb art. 3/wk.

MELVIN DURSLAG—This prize-winning sports writer roams the world for on-the-spot and unmatched commentary on every sport. 5/wk.

STAN SMITH'S TENNIS CLASS—Easy-to-follow lessons in strip or panel format from one of the world's most famous pros. 3/wk.

Special Features

THE SUNDAY TIMES OF LONDON—Six to ten stories weekly from one of the world's greatest newspapers. Plus rights to broad selection of features and also its most difficult crossword. Photo illustrations.

PARADE OF BOOKS—A special package of reviews and book news by top book critics. Edited by Ralph Hollenbeck. 1/wk.

KING READER SPECIALS—In recent months we've serialized writings by David Frost, Edwin Newman, Jim Bishop and other top writers, plus outstanding service books such as **The Runner's Handbook, West Point Fitness and Diet Book** and **The Average Man Strikes Back.** Make sure you're on our offerings list.

THE ILLUSTRATED BIBLE—Small-space religion feature, with bible passages keyed to weekly church usage. Modern line illustrations in strip format. S.

King services text copy in all advanced formats, including OCR and computer-to-computer

For information on availability, terms and samples call Dick Fales, National Sales Director, toll free 800-223-7384 (In New York call collect 212-682-5600)

King Features Syndicate

235 East 45th Street, New York, N.Y. 10017

What makes The Los Angeles Times and The Washington Post great newspapers?

Their journalists have earned a reputation
for getting to the bottom of a story,
for capturing its real significance,
and for placing it in perspective . . .
thus enabling readers to **understand**
the events that are changing their lives.

Los Angeles Times
Washington Post
news
service

Cal Thornton, General Manager

1150 15th St. NW Washington, DC 20071 (202) 334-6173

You get it all with the Monitor–global and national news coverage, diverse features, illustrations–over 20 weekly columns, special series, photographs, maps, editorial cartoons.

All in one package...whether that package is The Christian Science Monitor itself (with its compact, easy-to-handle, easy-to-read format) or the Monitor's News and Photo Service.*

You can have America's nationwide newspaper for the family in your copy file every day. With award-winning reports from veteran journalists. With handsome photos and eye-catching line drawings. With timeless, fact-filled features.

But this outstanding diverse package isn't the whole story. You also get a distinctive tone, a constructive approach to today's issues and events.

"We edit the paper so that when readers are through reading it, they're not in a pit of despair. We're not rosy. But we study, we describe solutions."
Editor and Manager John Hughes

"Our aim is to enable Monitor readers to see and understand other people of the world, as those people understand and see themselves."
Senior Roving Correspondent Geoffrey Godsell

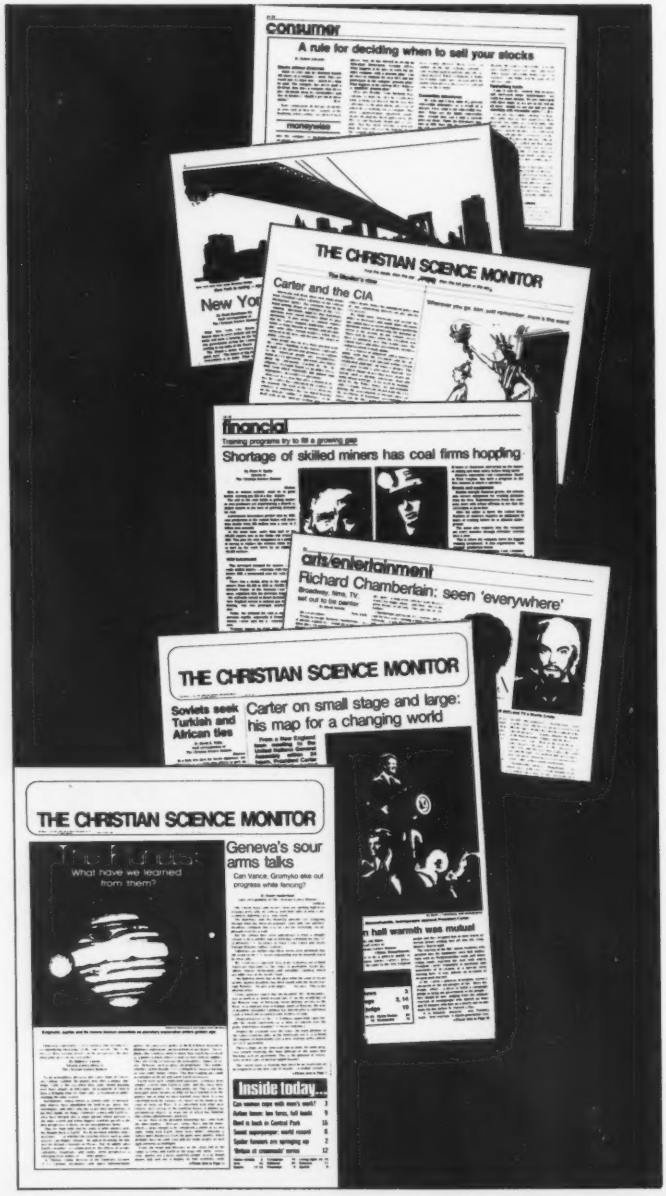
"In the news business, facts are a dime a dozen. What is important is the weight of the facts—the balance and perspective."
Columnist Joseph C. Harsch

See for yourself how much more you can get. Try a two-week sampling of the Monitor's News and Photo Service and receive its five-times-a-week packages.

THE CHRISTIAN SCIENCE MONITOR

A way of seeing.

*Just write or call The Register and Tribune Syndicate
715 Locust Street, Des Moines, Iowa 50304
Phone: (515) 284-8244



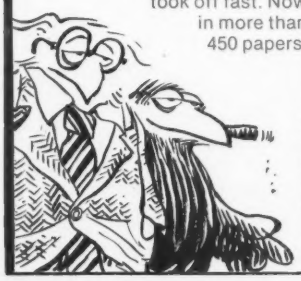
CTNYNS chicago tribune-new york news syndicate, inc.

features that sell newspapers:

bright new strips and panels . . .

SHOE

Two-time Pulitzer winner Jeff MacNelly's strip about a feathered editor and friends took off fast. Now in more than 450 papers.



© Jefferson Communications, Inc.

THE SPORTING LIFE

A humorous jog through the participation sports craze, by Tom Forman, Ben Templeton.

GOOD NEWS, BAD NEWS

Henry Martin's cartoons of the business world, from office boy to boss. Nothing but good news for financial pages.

SUPERHEROES

Super promotable new strip starring Superman, Batman and Robin, Wonder Woman. All new adventure stories.

© DC COMICS INC

columns for today's reader interest . . .

PAT BUCHANAN

Former White House speech writer and advisor, he draws on experience and top level contacts to turn out lively and controversial columns.

HOW

Lois Libien and Margaret Strong's home care column for today's lifestyles.

DAVID ISRAEL

Sports writing praised by editors, athletes and fans alike. David Israel is where the action is.

GARY DEEB

His TV columns are talked about—at breakfast tables and in network boardrooms. Controversial and entertaining.

ROY ANDRIES DE GROOT

Author of ONE GREAT DISH, a weekly food column that provides a guide to the finest gourmet cooking.

STEPHEN BIRNBAUM

Help for travelers from America's foremost consumer-oriented travel writer/editor.

DR. G. TIMOTHY JOHNSON

Practical medical information for all readers. The best informed medical writer today.

THE LATEST LINE

Daily odds on all major sports events, college and professional—football, baseball basketball and hockey.

GERMOND and WITCOVER

In their six-a-week column, POLITICS TODAY, they have set a model for reporting on the national political scene.

you know these favorites, some old and some new . . .

MOTLEY'S CREW

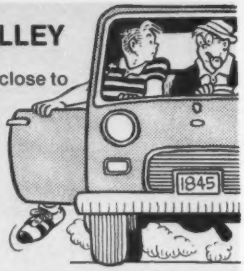
A down-to-earth look at life as it really is in middle America. By Ben Templeton and Tom Forman.

DICK TRACY

Our country's top detective. By the Gould-Fletcher-Collins team.

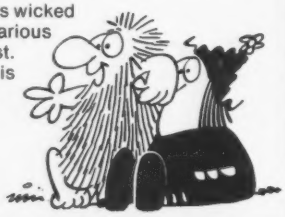
GASOLINE ALLEY

The Wallets are as close to real Americans as any characters the comics have produced. By Dick Moores.



BROOM-HILDA

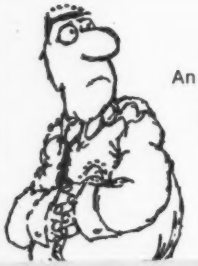
A cantankerous wicked witch and a hilarious supporting cast. Russell Myers is on target daily and Sunday.



LITTLE ORPHAN ANNIE

America's favorite orphan, now a Broadway star. Harold Gray's best stories still appeal to readers.

CASEY



An amiable cop who listens and the result is topical and unexpected humor. From the imaginative pen of Charles Rodrigues.

DONDI

Irwin Hasen's tale of the big-eyed, winning and perceptive little boy.

RICK O'SHAY AND HIPSHOT

Adventure, humor in America's best Western strip. By Keefer and Dern.

ON STAGE

Leonard Starr's beautifully drawn soap opera covers the theater —and life.

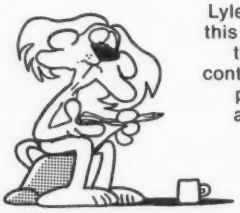
BRENDA STARR

Star reporter, now a mother, always liberated . . . and romantic. By Dale Messick

MOON MULLINS

The longtime favorite with its cast of loveable losers. By Ferd and Tom Johnson.

ANIMAL CRACKERS



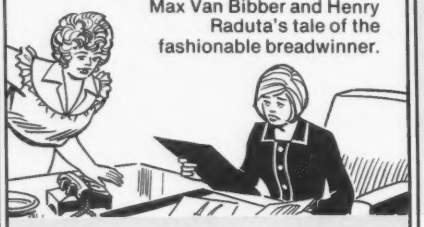
Lyle Lion is the star of this funny, consistent, thought-provoking, contemporary, topical, proven strip. And it appeals to all ages. By Roger Bollen.

CATFISH

Roger Bollen and Gary Peterman present a somewhat jaundiced view of the winning of the West.

WINNIE WINKLE

Max Van Bibber and Henry Raduta's tale of the fashionable breadwinner.



TOPPIX

The selected best from America's top magazine cartoonists. Six panels a week on what's happening in America today. Edited by Ed Fisher.

GIL THORP

The high school coach who teaches . . and reaches all his kids. By Jack Berrill.

LOLLY

The secretary no one can do without. A sure bet to garner chuckles from your readers. By Pete Hansen.

Other Panels:

The Treadwells
Bob Bugg sums up family life.

Pot-Shots
Ashleigh Brilliant takes on everyone.

Ching Chow
Henri Arnold's Chinese sage.

Thoughts of Man
Philosophers brought to life. By Jim Ivey.

. . . and our writers touch all bases.

LIZ SMITH

Gossip AND wit—Liz covers the jet set . . . the superstars. And does it with tongue firmly in cheek.

DR. JOCK

Medical advice for the weekend athlete. Dr. David Bachman guides readers to healthy jogging, tennis playing, and fitness in general.

DEAR ABBY . . .

Solid advice for millions of daily readers. A column that needs no introduction. Abby leads the field.

LOU HARRIS

The country's top pollster spots trends, checks reactions and makes headlines.

DR. MICHAEL FOX

Everyone has pets. Dr. Fox tells us how to help them lead happy, healthy lives.

DR. ROBERT MENDELSOHN

THE PEOPLE'S DOCTOR column approaches medicine from the consumer's point of view.

DIANA McLELLAN

The EAR ON WASHINGTON column helped revive *The Washington Star* and now helps build circulation everywhere.

REX REED

An insider's approach to show business—frank, revealing reports unmoved by press agentry.

BILLY GRAHAM

Evangelist and best-selling author, Dr. Graham is regularly named one of America's most-admired.

GOREN BRIDGE

The Omar Sharif—Goren team offers the best instruction available on the complexities of bridge.

ELIOT JANEWAY

A financial advice service looking at Washington and Wall Street as well as at needs of the small investor.

JIMMY BRESLIN

Breslin is bold and brassy. A distinctive, tell-it-as-it-is approach to life.

ERICA WILSON

A twice-weekly column on stitchery from the best-known name in needlework.

BESS MYERSON

Nationally famous spokeswoman for all consumers.

STOCK OF THE WEEK

Specific financial tips.

FRED KARPIN

Bridge lessons for amateur and the skilled.

ELIZABETH POST

America's top column of advice on etiquette, updated for today's lifestyle.

PETE HAMILL

Versatile writer expresses deep concerns with passion.

DICK YOUNG

Sports columns with a personal, sometimes acid touch.

GERALD NACHMAN

A very funny man.

SUZY

The line between high society and pop culture fades as Suzy goes everywhere, covers everything, and tells all.

DR. SAUL KAPEL

Tackles the toughest problem of all: raising a child.

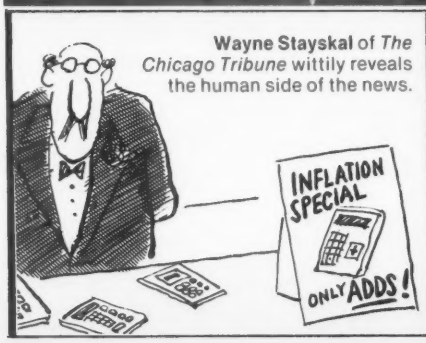
JACK HURST

Today's tops in pops: country music.

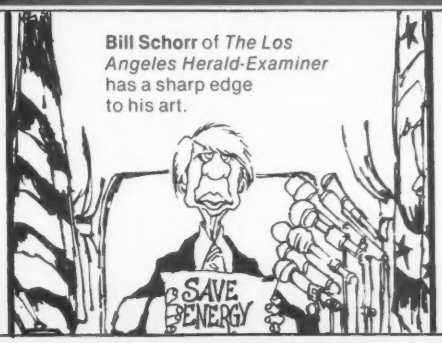
TEST YOUR HORSE SENSE

Stan Chess's challenging quiz.

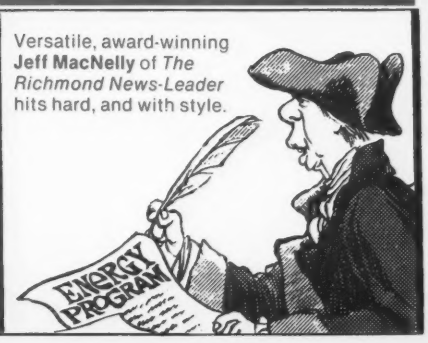
witty yet biting editorial cartoonists . . .



Wayne Stayskal of *The Chicago Tribune* wittily reveals the human side of the news.



Bill Schorr of *The Los Angeles Herald-Examiner* has a sharp edge to his art.



Versatile, award-winning **Jeff MacNelly** of *The Richmond News-Leader* hits hard, and with style.

features that keep the readers coming back for more:

JUMBLE
The world's leading word game for adults, now appearing in over 275 papers. By Henri Arnold and Bob Lee. Daily and Sunday.

JUNIOR JUMBLE
By popular request, a child's version of the same brain-teaser appears weekly.

CROSSWORD—The Challenger
The Crossword Puzzle, as it was in the days of the Herald-Tribune, remains tops for discriminating fans. Daily and Sunday.

CROSSWORD—The Commuter
Just as challenging, but designed to be completed by talented readers in less than thirty minutes. Daily.

HOME WORKSHOP FILE
Larry Eisinger's illustrated do-it-yourself guide.

THE NATIONAL CHALLENGE
A weekly word game. Just reading the results is fun.

DAILY RACING FORM
Top experts pick the winners in the daily races. Six times a week.

the move is to the most USEFUL service available

KNT
KNIGHT-RIDDER
NEW YORK NEWS
CHICAGO TRIBUNE

More and more editors are telling us that the reason they switched to the KNT News Wire is that they found it provides more useable stories—short, brightly written stories—for all sections of their newspapers.

From the resources of three great organizations, the Chicago Tribune, the New York Daily News and 32 Knight-Ridder newspapers, KNT delivers the selected work of more than 2000 reporters, feature writers, columnists and editors. There are more than 1500 stories per month.

From Washington you will get the columns and reports of **James Wieghart**, chief of the New York Daily News Bureau; the reports of **Robert S. Boyd**, Pulitzer Prize-winning chief of the Knight-Ridder Bureau; the reporting of **Aldo Beckman,** chief of the Chicago Tribune Bureau, and the stories of 40 other correspondents.

You'll find the investigative reports of Pulitzer Prize winners **James Steele** and **Donald Barlett** of the Philadelphia Inquirer, and the science and medicine stories of **Ronald Kotulak** of the Chicago Tribune, **Dolly Katz** of the Detroit Free Press, and **Edward Edelson** and **Judith Randal** of the New York Daily News.

Covering TV, you'll find **Lee Winfrey** of the Philadelphia Inquirer and **Kay Gardella** of the New York News, and keeping readers up on gossip are **Aaron Gold** of the Chicago Tribune and **Shirley Eder** of the Detroit Free Press.

In the foreign file, you'll find the reports of six overseas correspondents plus the Latin American coverage of three Miami Herald reporters.

On the business beat are **George Lazarus** on marketing, and **Jerome Cahill** reporting from Washington on the national economic scene.

For lifestyle sections, you'll find an abundance of well-written reader-pulling stories as well as a variety of helpful columns on subjects from auto repair to consumer protection. There are columns on hobbies—stamps, coins, photography, antiques, gardening. You will find **Drs. Marguerite** and **Marshall Shearer's** widely discussed three-a-week column of sex advice. And there is a new daily **Names** column about people—famous and not so well known—in the news. In all, you'll find more than 75 regular columns and features.

KNT is the service editors are moving to—because KNT is the most useful service. Call us to find out about rates, and to set up a sampling.

Available via our own wire for teleprinters, tape or computer systems or via AP DataFeature or UPI Data News.

sales representatives: WALTER CONE, Northeast; CARLTON WOODS, Midwest; THOMAS BLYTH, JR., South; JOHN MATTHEWS, West.

for quality features turn to:

CTYNS chicago tribune-new york news syndicate, inc.

220 EAST 42ND STREET NEW YORK N.Y. 10017 (212) 949-3416

Robert S. Reed, President Don Michel, Editor Walter Mahoney, Sales Manager

The Best.

America's Love Affair with ZIGGY

"Ziggy is the most complete and popular loser in American comics . . ." — *Los Angeles Times*

UPS

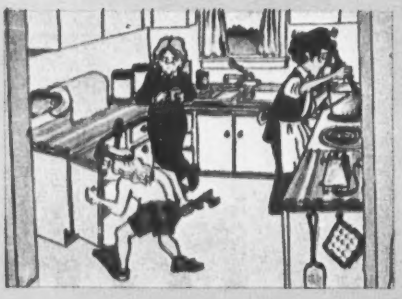
The Best.

"There are only three major vehicles to keep us informed as to what is going on: the electric media, the print media, and *Doonesbury*, not necessarily in that order."

—President Gerald Ford

What comic strip can do more for you in securing that important reader between the ages 18 and 35? *Doonesbury*, by Garry Trudeau — the only comic strip to win a Pulitzer Prize in Cartooning! Now in its ninth year, the feature is the pacesetter among today's comic strips. What other comic has such wide-spread support in books (the best-selling *The Doonesbury Chronicles* and *A Doonesbury Special*), on television (NBC's animated special) and movies (1978 Cannes Film Festival-winner and Academy Award-nominee) and other print media?

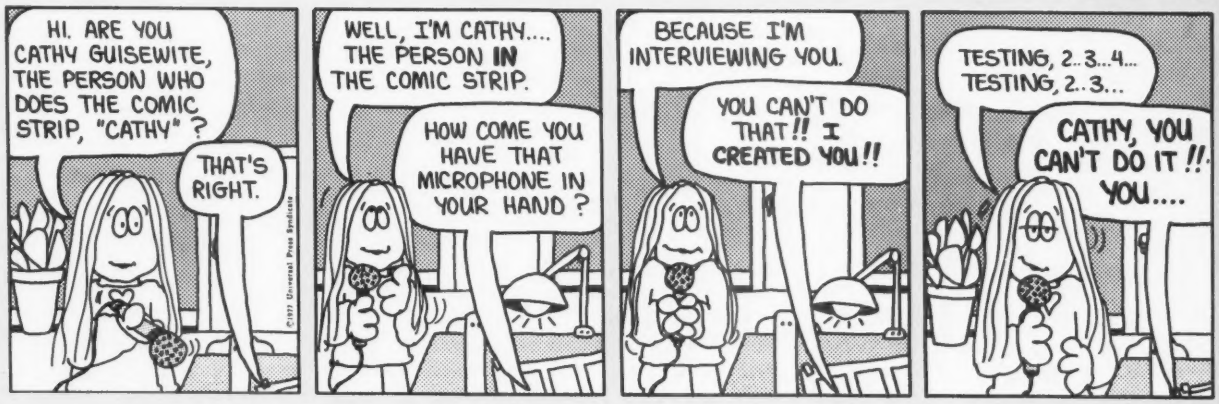
In fact, Doonesbury is talked about in the industry, and among readers, and we don't think you can find another strip with its impact.



UPS

The Best.

CATHY **by Cathy Guisewite**



CATHY by Cathy Guisewite. A comic strip character with the same name as the writer and artist? What's going here? Character Cathy talked to the real Cathy about this, and here is their exchange:

Q. Let me see if I have this straight, Cathy. You're 26 years old. And you gave up your job as the first woman vice president of W. B. Doner Advertising in Detroit so you could do the comic strip, **"CATHY,"** full time. Is that right?

A. That's right.

Q. What, are you nuts??!!! You had a great thing going there.

A. I needed sleep.

Q. You mean, there just wasn't time to do both?

A. Well, there was time . . . but just barely. After all, I did do both for about a year.

Q. Just how personal IS your comic strip?

A. What?

Q. C'mon . . . That's what everyone always wants to know. Is **CATHY** really you? Are you really me? Are we really us? Is . . . . .

A. Okay, okay. We're real close. Your personality's mine. You react to things the way I do. And you're going through all the same struggles I am in trying to figure out how to cope with being a single woman at a time when the roles for women are completely changing.

Q. Can you be a little more specific for the people who don't have any idea what you're talking about?

A. Just look at how it IS, Cathy. We were brought up believing we'd finish school, maybe work for a couple of years while we find a husband, then quit work, have kids, and settle right down into our place — which was taking care of the kids and the house, pampering our husbands, and pretty much having all our self-satisfaction coming from how well we could please the people we loved.

Q. So?

A. So now that whole little marshmallow is being squashed by the women's movement. I mean, the things we were raised believing were the important ones are now pretty much dismissed.

Q. What's wrong with that? It makes sense to be your own person.

A. Sure it makes sense. It's really easy to agree with intellectually. It just isn't so easy to do. You're going up against centuries that tell you to be otherwise. You're rearranging a whole structure of home and family that YOUR family has built on and you were raised in. And even though you have an entire movement rooting for you, when you come right down to it, it's an enormous change in attitude that you have to make all by yourself.

Q. I'm exhausted already.

A. Well, that's a lot of what the comic strip, **"CATHY,"** is all about. It watches you, Cathy, trying to reconcile your old values with the new ones on a very emotional level that I think every woman has to face, in some way or other.

CATHY is the freshest, funniest, most honest strip available on how women and men are coping with today's struggle between the new feminism and the old traditionalism.

UPS

The Best.

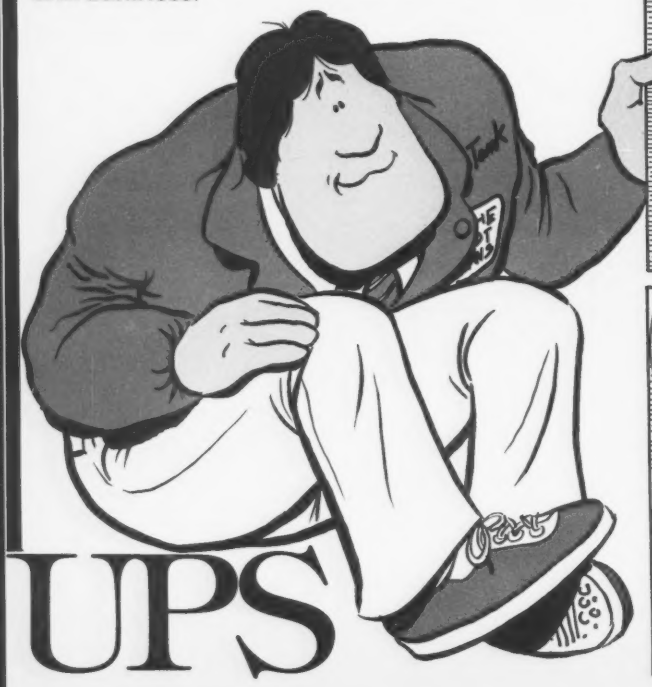
Jim Unger is a transplanted Englishman who lives in Ottawa, Canada. But **HERMAN** is universal in appeal. Day after day, **HERMAN** brings laughs and guffaws to readers with only one criterion for humor: Is it funny? In fact, you're hard pressed to find a panel that delivers such an infectious brand of humor.

"Three nights in a row I've dreamt you were Dracula."

"Members of the jury, I ask you–does my client look like a man of violence?"

"We'll take you off the vitamins for a couple of days."

If baseball is the national pastime, what are football, basketball, tennis and golf? All are the targets of **TANK McNAMARA**, America's favorite sports comic strip. Bumbling Tank has readers laughing at our sports heroes, myths and zaniness.



UPS

The Best.

Especially for young readers

The Mini Page

In a little more than one year since Universal Press Syndicate began syndicating **THE MINI PAGE**, the client list has grown from some 200 newspapers to more than 400. That increase in itself shows the remarkable job Betty Debnam, editor and creator of **THE MINI PAGE**, is doing in meeting newspapers' needs to reach young readers.

There is no other feature as versatile or as valuable in terms of space, promotion potential, educational usage or for creating newspaper readers of the future.

* **THE MINI PAGE** is published weekly in a four-page tabloid format. While many papers use it as a tabloid insert, others successfully excerpt material from it on a daily basis, or use a two-page tabloid format, or make it a part of the Sunday color comic section.

* Local advertisers can pay your costs by purchasing space in any issue of **THE MINI PAGE**. Local newspapers retain control over the feature, deciding what ads to place, and where to place them.

* Elementary schools have successfully used **THE MINI PAGE** as an integral part of their curriculum. The feature is a valuable supplement to NIE programs, as well.

Parents have found it helpful in developing their children's reading skills and awareness.

THE MINI PAGE has won numerous awards for both journalistic and educational excellence, including two 1978 Educational Press Awards. A feature that links newspapers to youngsters, and parents, teachers and students to a joint educational effort, **THE MINI PAGE** is a sure investment in the future of your newspaper.

Ms. Betty Debnam, creator and editor of **THE MINI PAGE**, holds a master's degree in education from Duke University. She taught elementary school for twelve years before beginning **THE MINI PAGE** ten years ago.

Teachers respond to **THE MINI PAGE**

—"I commend you on your excellent service to young people by providing them **THE MINI PAGE**." — *Maryland School for the Deaf*

—" . . . **THE MINI PAGE** . . . is worthy of much congratulation." — *Betsy Leach, counselor, Benson, N.C.*

— "I hope you continue **THE MINI PAGE**. It is worthwhile to children, parents, and teachers." — *Dianne Weidner, Fifth grade teacher, Newville, Pa.*

— "I'm very glad our newspaper publishes **THE MINI PAGE**." — *Mrs. J.L. Routh, Remedial Reading teacher, Sapulpa, Okla.*

UPS

The Best.

DAILY COMIC STRIPS AND SUNDAY COLOR PAGES

BASIL *by Gerry Lants.*
Pantomime humor at its best and funniest. D.

CATHY *by Cathy Guisewite.*
The world of the young, female and single, made painfully humorous. D & S.

DOONESBURY *by Garry Trudeau.*
The Pulitzer Prize winner and America's most talked about comic strip. D & S.

GOOD EARTH ALMANAC *by Mark Gregory.*
Old-time, natural living for today's readers. S.

KELLY & DUKE *by Jack Moore.*
A new, contemporary twist on the classic boy/dog relationship. D & S.

MS. AUGUSTA *by Angus McGill.*
At last, a real girl for today's family readers. D.

STANLEY *by Murray Ball.*
Today's brightest humor through the character of the funniest Neanderthal still alive. D & S.

TANK McNAMARA *by Jeff Millar and Bill Hinds.*
America's love affair with sports in a fresh and funny light. D & S.

THE CAPTAIN & MANDY *by Steve Kell.*
A professional airline pilot gives an insider's look at how funny life in the air can be. D & S.

DAILY COMIC PANELS AND SUNDAY COLOR PAGES

ACCORDING TO GUINNESS.
The great best seller and definitive argument-settler. D & S.

HERMAN *by James Unger.*
Hilarity and irony transforming the commonplace into laughter. D.

KEEPING UP *by Bill Hamilton.*
The foibles of the upper middle-class made humorous — and vulnerable. D.

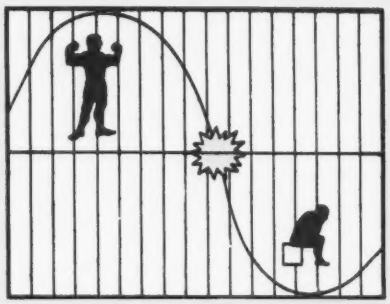
SELLING SHORT *by Ken Ross and Don Raden.*
A light view which makes business and finance tolerable. D.

TRIM'S ARENA *by HAL TRIM*
The zany things that might — and should — happen in sports. D.

ZIGGY *by Tom Wilson.*
That bumbling, lovable fellow who reminds us of — ourselves. D & S.

EDITORIAL CARTOONS

PAUL SZEP *by Paul Szep.*
Paul Szep, the two-time Pulitzer Prize winner, takes on our national issues with his scalpel-sharp wit and art.



NEW! NEW!

YOUR PERSONAL BIORHYTHMS *by Bernard Gittelson.*
The man who made biorhythm popular in America — this country's foremost expert on the subject — has created THE daily approach to the science that has readers talking — and reading their newspapers. Not a vague guide to biorhythm or astrology, **YOUR PERSONAL BIORHYTHMS** utilizes today's sophisticated computer terminology to make precise biorhythm readings available to everyone. In addition, each release highlights a celebrity, political figure, or sports star, allowing readers to watch the development of an upcoming football game, important speech or jam-packed concert.

UPS

The Best.

ADVICE

IN-SIGHTS *by Dr. Walt Menninger.*
A leading psychiatrist examining the concerns we all share. 3xW.

OF MEN AND WOMEN *by Dr. Aaron Rutledge.*
A prominent family counselor surveys relations between husband and wife. 2xW.

STRICTLY FOR DADS *by Charlie Shedd.*
This positive, practical approach to family relations elicits tremendous reader response. 3xW.

WORKING WOMAN *by Niki Scott.*
Working women coping with the conflicting pressures and demands of home and work. 2xW.

CITIZENS BAND RADIO

CB BREAK *by Mike Wendland.*
The nation's biggest CB column reviews the nation's biggest phenomenon. 1xW.

COMMENTARY

THE CONSERVATIVE ADVOCATE *by William A. Rusher.*
Trenchant commentary by a leading conservative spokesman. 3xW.

OUTRIDER *by Garry Wills.*
A dynamic writer who surveys our political moorings and personalities. 3xW.

JESSE L. JACKSON *by Jesse L. Jackson.*
This renowned black leader surveys our social, political and educational trends with keen insight and analysis.

JONATHAN POWER
A seasoned commentator views America from abroad, her impact on world developments, and how foreign events affect us. 1xW.

J.F. TER HORST *by J.F. terHorst.*
The former press secretary presents factual analysis of the inner workings of Washington. 1xW.

PEOPLE AND VALUES *by Andrew M. Greeley.*
In the great American tradition of no-holds-barred journalism. 3xW.

CONSUMER ADVICE

THE FORMULA *by Norman Stark.*
The last, and most practical, step of the "how-to" movement. 1xW.

WATCH THIS SPACE *by Carolyn Nolte-Watts.*
From the praised and award-winning St. Petersburg TIMES comes a practical, money-saving feature, testing advertisers' claims. 1xW.

FOOD

Cook It Your Way *by the editors of Farm Journal.*
Easy, versatile recipes, tested in the Farm Journal's own kitchens, for today's busy homemakers. 1xW.

FILLER

ACCORDING TO GUINNESS
The great best seller and definitive argument-settler. D. In text form.

HOME REPAIRS

THINGS YOUR MOTHER NEVER TAUGHT YOU *by Jim Reitz.*
For non-mechanics, easy, fix-it jobs for car and home. 1xW w/Art.

HUMOR

ONCE OVER LIGHTLY *by Nancy Stahl.*
A sparkling, funny view of today's family coping. 3xW, Illustrations.

PERSONALITIES

UNCOMMON CONVERSATIONS *by Philip Nobile.*
Interviews with the fascinating personalities in — and behind — today's headlines. 1xW, Photo.

READERGRABBERS

Single pieces and series about news features, lifestyles and personalities. What AP and UPI do for your newspaper with hard news, Universal Press does for feature stories from our newsfeature series service.

RETIREMENT

A TIME TO LIVE *by Bob Walton.*
A retiree looks at the opportunities — and problems — of retirement. 1xW.

SEWING

SEW WHAT'S NEW *by Sandra Kelly.*
A professional presents the latest in fabrics and techniques. 1xW, Illustration.

SPORTS

THE BOTTOM TEN *by Steven Harvey.*
Readers delight in this ranking of the ten worst teams. 1xW (during football season).

SPORTS HOT LINE *by Mickey Herskowitz and Steve Perkins.*
An inside look at tomorrow's headlines — today. 2xW.

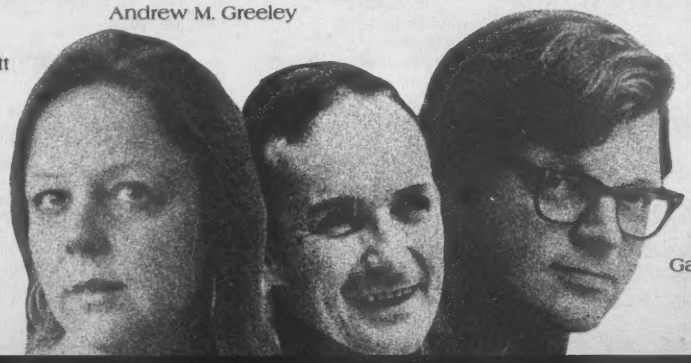
TODAY'S LIVING

WOMEN POLL
The nationally-recognized polling agency presents the views of women on personal, social and national issues. 1xW.

A TIME FOR LIVING *by Jory Graham*
An award-winning journalist displays courage and sensitivity as she battles terminal cancer. 1xW.

Andrew M. Greeley

Niki Scott



Garry Wills

UPS

The Best.

Universal Press Syndicate's publishing subsidiary, Sheed Andrews & McMeel, offers features a new dimension by exposing them to new markets generating greater reader awareness and publicity for the property. The properties of Universal Press Syndicate as well as the **Best Features** from other syndicates have become major general trade publishing successes. Your newspaper is the beneficiary!

A further extension of complete service for our features and client newspapers is the newly formed Universal Licensing Corporation. The demand for proliferation of our features into non-newspaper areas creates more readers for newspapers and enhances the job our features can do for you. The wide variety of items bearing Ziggy, the opportunity to publish Herman books through individual newspapers, and the Doonesbury television special and best-selling books are only a few examples of our efforts.

Contact:
John P. McMeel, Chairman of the Board/ President
James F. Andrews, Executive Vice President/ Editor
Thomas N. Thornton, Vice President/ Marketing Director
Lee Salem, Managing Editor
Thomas M. Drape, Assistant to the Editor

UPS

Universal Press Syndicate
6700 Squibb Road Mission, Kansas 66202
Sales & Customer Service Toll Free
1-800-255-6734

53rd ANNUAL DIRECTORY OF SYNDICATES

A

Accuracy In Media, Inc. ..... AIM
777 14th St. N.W., Washington, D.C. 20005
Telephone: (202) 783-4406
Reed J. Irvine, Chmn. of Board
Murray Baron, President
John R. Van Evera, Exec. Sec.

Adeptus Features, Inc. ..... AFI
41 Joralemon St., Bklyn. N.Y. 11201
Telephone: (212) 624-2256
Elaine M. Gross, President
Earl J. Weinreb, Vice President
Ron Zolotrow, Secy.

Adler Associates Syndicated Features ..... ADL
P. O. Box 128, Saint John, N.B. Canada E2L 3X8
Telephone: (506) 657-8671
Joseph Adler, Managing Editor
Louise Adler, Feature Editor

ALA Press Service ..... ALA
Miramar 601, Suite 2A, San Juan, P.R. 00907
Telephone: (809) 723-9088
Arturo Villar, Editor
Carlos Montaner, Asst. Editor
I. Diaz Corral, Manager

Alburn Bureau, The ..... ALB
Box 5745, Tucson, Ariz. 85703
Telephone: (602) 624-0721
Leo Sonderegger, Owner

Alderson Enterprises ..... ALD
603 Fifth Ave., Altoona, Pa. 16601
George Alderson, Owner

Alexander's Local Cartoon Syndicate ..... ALX
Box 1233, N. Walnut St., Seneca, S.C. 29678
Telephone: (803) 882-9326
Jerry Alexander, Owner

Allied Feature Syndicate ..... AF
520 Citizens Bldg., 850 Euclid Ave., Cleveland, O. 44114
Telephone: (216) 781-5737
Jerome Langell, Editor/Mgr.

American Association of Retired Persons ..... ARP
1909 K Street, N.W. Wash., D.C. 20049
Telephone: (202) 872-4700
Cyril F. Brickfield,Exec. Director
Lloyd Wright, Public Relations
Steve Mehlman, Editorial Services

American Syndicate, Inc. ..... ASI
P.O. Box 190, Dayton, Ohio 45402
Telephone: (513) 228-2473
James H. Dygert, President
Ann Dygert, Secy.

American Way Features, The ..... AMW
100 River Road, Pigeon Forge, Tenn. 37863
Telephone: (615) 453-6111
Thomas J. Anderson, Pres.
Carol Porter, Vice Pres.
Mrs. T. J. Anderson, Secy.-Treas.

Amusement Features Syndicate ..... AMF
218 W. 47th St., New York, N.Y. 10036
Telephone: (212) JU 6-4358
Joseph A. Kaliff, Pres. & Gen. Mgr.
Marcia Michels, Feature Editor

Anderson Features, Pat. ..... AND
3798 Trophy Place, Lizella, Ga. 31052
Telephone: (912) 935-2440
Patrick M. Anderson, Owner

Arcadia Feature Syndicate ..... AR
P. O. Box 5263 Chicago, Ill. 60680
Telephone: (312) 276-0715
Mrs. Clarice Anders, Managing Editor

Arelem Productions ..... ARL
1219 South 6th St., Fargo, N.D. 58102
Telephone: (701) 293-3131
Ronald McCullough, President

Army Times Syndicate ..... ARM
475 School St. S.W., Washington, D.C. 20004
Telephone: (202) 554-7183
J. William Drach, Director

Arthur's ..... ARU
P. O. Box 9191, Marina Del Ray, Calif. 90291
Telephone: (213) 822-3351
M. C. Arthur, President

Artists and Writers Syndicate ..... ART
1034 National Press Bldg., Washington, D.C. 20045
Telephone: (202) 347-0035
Philip Steitz, President & Exec. Editor
Marjorie Steitz, Managing Editor

Ascher Syndicate Sidney ..... ASC
214 Boston Ave., Mays Landing, N.J. 08330
Telephone: (609) 927-1842
Sidney Ascher, Pres.
Evelyn Ascher, Vice Pres.
April Anastasi, Secy./Treas.

Ask Aunt Madge ..... ASK
3757 Macbeth Drive, San Jose, Calif. 95127
Telephone: (408) 258-7125
Mrs. Mary Madge Saksena, Owner

The Associated Press-AP Newsfeatures ..... APN
50 Rockefeller Plaza, New York, N.Y. 10020
Telephone: (212) 262-4037
Dan Perkes, General Executive

Astro-Int'l Syndicate ..... AST
6866 Danvers Drive, Garden Grove, Calif. 92645
Telephone: (714) 893-0326
Marian Futterman, President
Jacob Futterman, Editor

Atlas World Press Review ..... AWP
230 Park Ave., New York, N.Y. 10017
Telephone: (212) 697-6162
Alfred Balk, Editor

Auto News Syndicate ..... AU
P. O. Box 2085, Daytona Beach, Fla. 32015
Telephone: (904) 439-2364
Don O'Reilly, Editor
Howard O. Reilly, Chief Photographer

Automotive Features ..... AUT
814 E. Manor Circle, Milwaukee, Wis. 53217
Telephone: (414) 352-7359
Doyle K. Getter, Editor

Avalon Features Syndicate ..... AVA
6657 Avalon Avenue, Dallas, Texas 75214
Telephone: (214) 826-3724
Herc Ficklen, Manager
Mary Ficklen, Secy.

B

Ball Productions, Danney ..... BAL
147 No. Franklin Ave., Hemet, Calif. 92343
Telephone: (714) 925-6840
Danney Ball, Publisher
Robert Righetti, Editor
Michael Sellers, Graphics Mgr.

Baptist Press ..... BAP
460 James Robertson Pkwy., Nashville, Tenn. 37219
Telephone: (615) 244-2355
Wilmer C. Fields, Director
Robert J. O'Brien, News Editor
Norman Jameson, Feature Editor

Baranik, Gary P. ..... BAR
1648 Tenth Ave., Brooklyn, N.Y. 11215

Basch Feature Syndicate, Buddy ..... BAS
771 West End Ave., New York, N.Y. 10025
Telephone: (212) 666-2300
Buddy Basch, Publisher
Frances Scott, Ast. to Publisher
Murri Barber, Reporter
Mike Flaster, Photographer

Bascome Syndicate, The ..... BA
62 Cobbetts Lane, Shelter Island, N.Y. 11964
Telephone: (516) 749-0111
Radford Bascome, Publisher
Rosemary Bascome, Editor

Basic Chess Features ..... BCF
P.O. Box 630, Freeport, N.Y. 11520
Telephone: (516) 546-9194; (212) JU6-3700
Shelby Lyman

Baughman Syndicate ..... BAU
1190 Yellowstone Road, Cleveland, O. 44121
Telephone: (216) 382-7192
Wm. C. Baughman, Owner-Mgr./Editor
Helen Scheffer, Assistant Editor

Beaudoin Syndicate ..... BEA
1112 S. Magnolia Drive, K-105, Tallahassee, Fla. 32301
Telephone: (904) 224-2364
Mike Beaudoin, President

Belmont Associates ..... BEL
37 Oakley Rd., Belmont, Mass. 02178
Telephone: (617) 484-4179
G. L. Ludcke, Editor and Owner

.Betancourt, Advertising & Art ..... BET
7324 Convoy Court, San Diego, Calif. 92111
Telephone: (714) 565-2635
Harold A. Betancourt, Owner
Janet L. Caulk, Editor

Black Press Service, Inc. ..... BPS
166 Madison Ave., New York, N.Y. 10016
Telephone: (212) 686-6850
Jay Levy, President
Roy Thompson, Editor
Peter Knight, Sales Mgr.

Bomac Batten Ltd., (Syndicate Dept.) ..... BOM
240 Richmond St. West, Toronto, M5V 1W1, Ont.
Telephone: (416) 598-3071
Kenneth H. Burns, Manager, Syndicate Newspaper Services
Canadian Sales Agent for King Features Syndicate

Borgstedt, Doug & Jean ..... BOR
P. O. Box 298, Paoli, Pa. 19301
Telephone: (215) 644-3211
Doug & Jean Borgstedt, Owners

Bouchard, Madam L. ..... BOU
37 East 64th St., New York, N.Y. 10021
Telephone: (212) 744-0200
Mme. Lucille Bouchard, Pres.

Brickman Associates Arthur ..... BRI
14524 W. Dixie Highway,North Miami, Fla. 33181
Telephone: (305) 944-0179
Arthur Brickman, Columnist

Brooks Publishing Corp. ..... BRK
4701 Crescent Rd., Madison, Wis. 53711
Telephone: (608) 271-7436
D. J. Herda, Exec. Editor

Buresch, Joe E. ..... JEB
6142 Carlton Ave., Sarasota, Fla. 33581
Telephone: (813) 922-8833
Joe E. Buresch, Owner

Business Publication Service ..... BPL
P.O. Box 8903-5001 Brentwood Stair Rd., Suite 107, Fort Worth, Tex. 76112
Telephone: (817) 429-6342
Duane T. DeMello, Editor & Publisher

Business Wire ..... BUS
235 Montgomery St., San Francisco, Ca. 94104
Telephone: (415) 986-4422
Lorry I. Lokey, Pres. & Gen. Mgr.
John J. Madigan, Vice-Pres.

C

Canada Wide Feature Service Limited ..... CWF
231 rue St. Jacques, Montreal, Quebec, H2Y 1M6
Telephone: (514) 282-2441
W. A. Goodson, President
Carol Tuck, Administrative Mgr.
Steven Pigeon, Sales Mgr., The Image Bank of Canada Division

Cannon Features ..... CAN
58 East Main St., Canton, N.Y. 13617
Telephone: (315) 386-8859
Thurlow O. Cannon, Author/Owner

Editor & Publisher
53rd Annual
Syndicate
Directory

A pull-out section from the July 29, 1978 issue of Editor & Publisher

Robert U. Brown, Publisher and Editor
Michael Olver, Managing Editor, Special Publications
Gertrude A. Senk, Directory Editor
Ferdinand C. Teubner, General Manager
Donald L. Parvin, Advertising Manager

Published by
The Editor & Publisher Co., Inc.
575 Lexington Ave.
New York, N.Y. 10022

INDEX TO THIS SECTION

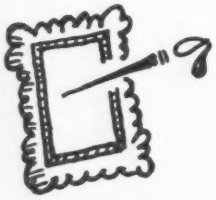
Syndicates—Names, addresses, telephone numbers, executives and editors 19S
Table of codes, symbols, abbreviations ..... 40S & 47S
Index to Advertisers 88S
Authors and artists 58S
Title of by-lined features 47S
Classification on subject matter ... 66S

Titles patented and registered, and contents copyrighted © 1978 by The Editor & Publisher Co., Inc., 575 Lexington Ave., New York, N.Y. 10022.

AP DATAFEATURE

(a high-speed wire for delivery of syndicate features, supplemental copy and tv listings)

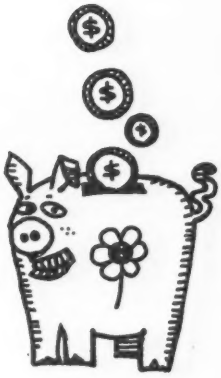
PRESENTS THIS LIVELY LINE-UP AND A COMING ATTRACTION:



A multitude of subjects from these syndicates and supplemental news services

Christian Science Monitor
Chicago Tribune—New York Daily News
Crown Syndicate
Field News Service
Field Newspaper Syndicate
Gannett News Service
King Features Syndicate
Knight News Service
Los Angeles Times Syndicate
Los Angeles Times—Washington Post News Service
McNaught Syndicate
Newhouse News Service
North American Newspaper Alliance
New York Times News Service
New York Times Syndication Sales Corp.–
Special Features
Newspaper Enterprise Association
Princeton Features
Register and Tribune Syndicate Inc.
United Features Syndicate
Universal Press Syndicate
Washington Post Writers' Group
Washington Star Syndicate
Women's News Service

Also appearing on AP DataFeature—AP-TV Day Television Listings

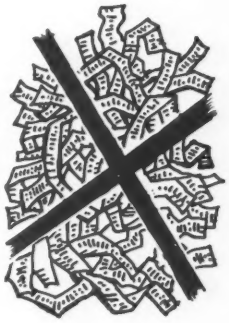


If you compile TV listings, you know how much staff time it takes—and wastes. Our listings at 1200 words per minute, directly into your computer, save you time and money by freeing your staff members of routine. You can eliminate expensive newsroom and backshop tasks.

Our TV listings meet your editorial specifications because we provide you with long, intermediate or short forms. We also offer TV SPORTS TONIGHT...HIGHLIGHTS...MOVIES...WOMEN's shows...TALK shows...KIDS' TV...BUSINESS programs...all in formats of your choice.

If you want to save time, money and manpower while printing accurate and updated TV listings the way you want them, order DataFeature and AP-TV Day.

Coming soon—AP CustomStocks



AP CustomStocks—a coming attraction on our circuit—is a 1200-word-per-minute ASCII code feed of the closing stocks in the column width you want.

Receive CustomStocks over DataFeature and say goodbye to paper tape and reperforators and the ordeal of tape handling. Simplify your computer design—take everything in 1200-baud ASCII. We'll talk to your computer in the same language as your news desk.

Choose closing lists you want with an AP DataMax selector. You want New England over-the-counter but not Pacific? Just tell DataMax; it does the work for you. No system clutter.

Want some items in 11-pica measure and others in 2/3 measure? CustomStocks will give you that. Want a unique typeset command in the stock header? We'll talk to you about that, too.

DataFeature is one of AP's two 1200-word-per-minute circuits, each operated by its own computer. The other is DataStream, the primary spot news wire. AP planned it this way so that there is no delay of AP spot news or DataFeature copy.

To order DataFeature's lively line-up, call your AP bureau chief.

AP DATAFEATURE

The Live Wire

DIRECTORY OF SYNDICATES

Capitol News Service ..... CAP
301 Capitol Mall (Suite 300), Sacramento Calif. 95814
Telephone: (916) 445-6336
Fred W. Kline, Exec. Editor
Verna M. Kline, Mng. Editor

Carlinsky, Dan. ..... CAR
301 E. 78th St., New York, N.Y. 10021
Telephone: (212) 861-2526
Dan Carlinsky, Director

Carlson Newspaper Syndicate, Harriett ..... HC
1943 Lake Ave., Wilmette, Ill. 60091
Telephone: (312) 251-2653
Harriett Carlson, Editor-Owner

Cartoonists & Writers Syndicate ..... CWS
67 Riverside Drive, New York, N.Y. 10024
Telephone: (212) 362-9256
Kirstin Murphy, Director

Cartoonmix ..... CAM
Box 108, Village Sta., New York, N.Y. 10014
Telephone: (212) 929-4825
Frank Bagimski, Director

Castle Communications, Inc. ..... CAS
121 Industrial Dr., DeKalb, Ill. 60115
John W. Castle, Chrmn. of Board
Nancy D. Castle, President
Richard Secrest, Gen. Mgr.
Jerome A. Smith, VP/Sales

Chapman, Gerard ..... CHA
Box 15—Main St., Mill River, Mass. 02144
Telephone: (413) 229-7708
Gerard Chapman, Owner

Chesstours ..... CHE
P. O. Box 1182, Reno, Nev. 89504
Telephone: (702) 786-3178
Larry Evans, Owner

Chicago Daily News/Sun Times/Newhouse News Service
See Field Newspaper Syndicate

Chicago Tribune-New York News Syndicate Inc. ..... CTN
220 E. 42nd St., New York, N.Y. 10017
Telephone: (212) 949-3400
Robert S. Reed, President
Don Michel, Editor
Walter F. Mahoney, Sales Manager

Christian Science Monitor News and Photo Service
See Register and Tribune Syndicate

Chronicle Features ..... CHR
870 Market St., San Francisco, Calif. 94102
Telephone: (415) 777-7212
Stanleigh Arnold, General Mgr.
Stuart Dodds, Sales Mgr.
Rennie Kirby, Office Mgr.

Cineman Syndicate ..... CIN
7 Charles Court, Middletown, N.Y. 10940
Telephone: (914) 692-4572
Jay A. Brown, Editor
Don Casciato, Associate Editor

Nonnee Coan ..... COA
2828 Bammel Lane, Houston, Texas 77098
Telephone: (713) 521-0722

Coinversations ..... COI
P.O. Box 622 E, Franklin, Mich. 48025
Telephone: (313) 626-8132
R. Winston Harris, President
Claudette Harris, Vice-Pres./Treas.
Donald Harris Vice-Pres/Mail Operations

Cole Associates ..... COE
28 East 22nd St., New York, N.Y. 10010
Telephone: (212) 254-8370
Marvin Grossman, Pres.

Columbia Features, Inc. ..... CF
36 W. 44th St., New York, N.Y. 10036
Telephone: (212) 840-1812-3-4
Joseph M. Boychuk, President & Editor
Helen Staunton, Assoc. Ed.
Chris Riley, Editor & General Mgr.
William K. Swan, Sales Mgr.

Comedy Center, Inc., The ..... COC
700 Orange St.,P.O. Box 1992, Wilmington, Del. 19899
Telephone: (302) 656-2209
Lamond Copeland, Jr., President
Robert Orben, Editor

Common Cents ..... CEN
432 Park Ave. So.-Suite 1205, New York, N.Y. 10016
Telephone: (212) 889-1527
Norman Eisner, Publisher

Communication Aids International ..... CAI
1423 N. Orange Grove Ave., Los Angeles, Calif. 90046
Telephone: (213) 876-1668
Hillary Bekins, Pres.
M. E. Gibson, Vice Pres.
Frank Wilson, Vice Pres.

Community Club Awards, Inc. ..... CCA
P.O. Box 151, Westport, Conn. 06880
Telephone: (203) 226-3377
John C. Gilmore, Pres.
Bess Gilmore, V.P.-Treas.
Phil Peterson, Natl. Sls. Mgr.

Community and Suburban Press Service ..... CSP
100 East Main St., Frankfort, Ky. 40601
Telephone: (502) 223-1621
Farnham F. Dudgeon, Editor & Publisher
Mike Bennett, Managing Editor

Computer Picks ..... COM
5 Currier Road, East Brunswick, N.J. 08816
Telephone: (201) 238-2123
Steven Skiena, Editor

Congressional Quarterly, Inc. ..... CQ
1414—22nd St., N.W. Washington, D.C. 20037
Telephone: (202) 296-6800
Wayne Kelley, Exec. Editor
Paul P. Massa, Gen. Mgr.
Robert C. Hur, Sls. Mgr.

Consumer News Inc. ..... CNI
813 National Press Bldg., Washington, D.C. 20004
Telephone: (202) 737-1190
Arthur E. Rowse, President

Copley News Service ..... CNS
350 Camino DeLaReina (P.O. Box 190),
San Diego, Calif. 92112
Telephone: (714) 299-3131
Helen K. Copley, Chmn. of Board
Charles Ohl, Editor/Gen. Mgr.
John Moon, Business Mgr.

Corbett Syndicate, Mary Ellen ..... COS
46 Colrain Street, Greenfield Mass. 01301
Mary Ellen Corbett, Owner

Courses by Newspaper ..... CBN
University of California, San Diego Q-056, La Jolla, Ca. 92093
Telephone: (714) 452-3405
George A. Colburn, Director

Cowpokes ..... COW
P.O. Box 868, Kerville, Tex. 78028
Telephone: (512) 257-7446
Ace Reid, Owner

Creative Communications ..... CCM
43 Picturesque Dr., Rochester, N.Y. 14616
Telephone: (716) 865-5742
William Repp, President

Cricket Letter, Inc., The CLI
P.O. Box 527, Ardmore, Pa. 19003
Telephone: (215) 649-0311
Mark E. Battersby, President

Cronin Feature Syndicating, Inc. ..... CFS
8418 South West 103rd Ave., Miami, Fla. 33173
Telephone: (305) 595-6050
Henry Cronin, President
Sylvia Cronin, Vice-President

Crown Syndicate, Inc. ..... CRO
5 Crown Road, Weatherford, Tex. 76086
Telephone: (817) 594-5125
L. M. Boyd, Pres.
Patricia Boyd, V.P.

Crump Media Syndicate ..... CRU
0-4491 Leonard, N.W. Rt. 1, Coopersville, Mich. 49404
Telephone: (616) 677-3158
Joseph G. Crump, Owner/Editor

Culinary Corner, The ..... CUL
141 Sherman Ave., Rockville Centre, N.Y. 11570
Telephone: (516) 766-4795
Joyce R. Pollack, Author

D

Daily News Record—See Fairchild Syndication Service

Dacey Publications ..... DAC
P.O.Box 11831, Santa Ana, Ca. 92711
Telephone: (714) 835-8371
David Carnell, Owner

Dany News Service ..... DAN
22 Lesley Dr., Syosset, N.Y. 11791
Telephone: (516) 681-4161 or 921-4611
David Nydick, President

Darnell Syndicate Features ..... DAR
2745 Ketchum Rd., #5, Memphis, Tenn. 38114
Telephone: (901) 743-0497
Darnell Gary, Author

Dear Publication & Radio Inc. ..... DPR
1053 National Press Bldg., Washington, D.C. 20045
Telephone: (202) 393-0979
David R. Dear, Pres.
Cyene B. Dear, Vice Pres.
Walter M. Dear, Treas.
Ralph C. Dear, Secy.

Detjen Philatelic News Service ..... DET
Salt Point Turnpike (Box 150), Clinton Corners, N.Y. 12514
Telephone: (914)266-3150 or 452-7220
Gustav Detjen, Jr., Editor
Marion L. Detjen, Secretary
Ruth A. Northrup, Asst. Editor

Diamond, Nina S. ..... DIA
2820 E. Brigstock Rd., Midlothian, Va. 23113
Telephone: (804) 794-7790
Nina S. Diamond, Owner

Dickinson Newspaper Service, Inc. ..... DIC
271 Madison Ave., New York, N.Y. 10016
Telephone: (212) 532-0170
Harry Dickinson, President
Frances M. Knox, Treasurer-Editor

Dickson Feature Service ..... DFS
17700 Western #69d, Gardena, Ca. 90248
Telephone: (213) 515-5047

Dispatch News Service ..... DIS
156 Fifth Ave., New York, N.Y. 10017
Telephone: (212) 682-6770
John J. Westley, Editor & Manager
Frank G. Murphy, News Editor

Doubleday Syndicate ..... DDS
245 Park Ave., New York, N.Y. 10017
Telephone: (212) 953-4451
Howard B. Lowell,Manager

Down To Earth Gardening Features ..... DTE
45 Plymouth Road, Needham, Mass. 02192
Telephone: (617) 444-1913
Walter Masson, Owner

Drogin Columns, Marc ..... DRO
74 Court St., Exeter, N.H. 03833
Telephone: (603) 772-3221
Marc Drogin, Author

Du Pre Syndicate ..... DPS
Box 368, Pine Plains, N.Y. 12567
Telephone: (518) 398-7045
Ann Davis Schweikardt, Owner

Dunkel Sports Research Service ..... DSR
94 Ormond Parkway, Box 2167 Ormond Beach, Fla. 32074
Telephone: (904) 677-6100
Dick Dunkel, Owner

Dunning Features ..... DUN
R.F.D.-1, Box 51, Weare, N.H. 03281
Telephone: (603) 529-2013
David J. Dunning, Editor/Mgr.

E

Editorial Consultant Service ..... ECS
P.O. Box 524, West Hempstead, N.Y. 11552
Arthur A. Ingoglia, Director
Lee Raymond, Book Editor
Ray Hite, Auto Editor

Editor Enterprises Syndicate ..... EES
25 Sutton Place South, Suite 19-D, New York, N.Y. 10022
Telephone: (212) 753-1862
R. M. Welti, Manager
Rosellen Callahan, Editor

Editorial Research Reports ..... EDR
1414 22nd St., N.W., Washington, D.C. 20037
Hoyt Gimlin, Editor

Editor's Copy Syndicate ..... EDC
Box 532, Orangeburg, S.C. 29115
Telephone: (803) 534-1110
Edward H. Sims, Publisher/Editor
Lillian R. Hughes, Business Mgr.
R.M. O'Cain, Asst. Bus. Mgr.

Editor Press Service, Inc. ..... EDP
60 East 42 St., New York, N.Y. 10017
Telephone: (212) 682-2888
John F. Klem, Pres.-Gen. Mgr.
Joseph Parachini, Vice Pres.
Pascual Briones, Secretary

Editors Release Service ..... ERS
P.O. Box 10686 (3610-38th Ave. So.) St. Petersburg, Fla. 33711
Telephone: (813) 866-2181
P. P. Willie, Editor
Wm. A. Leavell, Publisher

Edman Co., The ..... EDM
390 Woodstock Ave., Putnam, Conn. 06260
Telephone: (203) 928-3500
Louis E. Edman, Owner

Energy Report-Southwest ..... ENR
212 West Bldg., Midland, Texas 79701
Telephone: (915) 682-3249
Jolly Schram, Owner/Writer

English, S. & P. ..... ENG
129 S. Irving, Tucson, Ariz. 85711
Telephone: (602) 793-2857
S. Pritchard English, Partner
Sandal English, Partner

Enterprise Features ..... EF
200 Park Ave., New York, N.Y. 10017
Telephone: (212) 557-5870
William C. Payette, Chairman
Robert Roy Metz, Pres. & Ch. Exec. Officer
David Hendin, V.P. & Exec. Editor
Robert F. (Bob) Farnell, V.P. & Sales Mgr.

Eridani Foundation ..... ERI
P.O. Box 757, Captain Cook, Hawaii 96704
Telephone: (808) 328-9313
Ingrid Naiman, Trustee
Kyoko Nakano, Trustee
Toshio Serizawa, Trustee

EXCITING FEATURES FROM COPLEY NEWS SERVICE

(Just check and we'll send you samples)

☐ **PHYLLIS SCHLAFLY**
Considered one of the 25 most influential persons in the United States, Schlafly is a hard-hitting, nationally-known conservative writer. Over 100 clients. Two columns a week.

☐ **RALPH DE TOLEDANO**
A well-known conservative columnist with the insider's lowdown on Washington, D.C. happenings. Three columns a week.

☐ **CLOSER ENCOUNTERS**
An informative, witty and thought-provoking look into human relationships and sexuality written in a totally professional manner by Dr. Laura Schlessinger. Two columns a week.

☐ **WHAT'S YOUR VERDICT?**
A legal quiz guaranteed to test even your most knowledgable readers. A compact and concise feature with instant appeal by Paul J. Levine, J.D. Six quizzes a week.

☐ **ANTIQUE FURNITURE**
An informative feature aimed at identifying and pricing antique furniture for the layman, by James G. McCollam. Comes with a weekly bonus feature. One column a week.

☐ **ALEX IN WONDERLAND**
A warm, funny cartoon strip for people who like to laugh, by Bob Cordray. Daily.

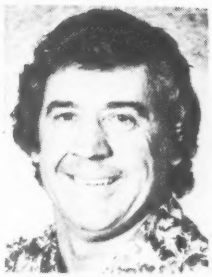
☐ **LANSKY'S LOOK**
Sophisticated, topical humor from one of the nation's top editorial cartoonists, Bernie Lansky. Six, two-column panels a week.

☐ **OUR FASCINATING EARTH**
An excellent illustrated feature covering all aspects of science, by Dr. Philip Seff and Dave Baer. Five, two-column panels per week.

☐ **FULL MAIL SERVICE**
Perfect for any size daily newspaper. More than 100 articles and features, plus 16 editorial cartoons each week in Three packages. Available in Courier 12 typeface.

☐ **DEAR CONSUMER**
Important consumer information and tips from America's "First Lady of Consumer Affairs," Virginia Knauer. One column a week.

☐ **BOB ENGLEHART**
The ultimate editorial cartoonist. Funny, irreverent and always on target. Winner of the 1977 U.S. Industrial Council's annual "Dragon-slayer Award." Five cartoons a week.



☐ **TWEEN 12 & 20**
A stimulating, self-help column for young adults by Dr. Robert Wallace Jr., a top high school educator. More than 200 newspapers carry this outstanding feature. Six columns a week.

☐ **WEEKLY OFFSET PACKAGES**
Ideal for weeklies and small dailies. Three packages: Weekly Features, News & Commentary and Today's World. More than 70 stories and features every week, plus editorials and cartoons.

☐ **SPECIAL ADVERTISING PACKAGES**
Twelve packages a year. Each containing 25 stories, many with art. An inexpensive way to generate greater advertising revenue. Packages include: Bridal, Spring and Fall Fashions, Back To School, RVs and Christmas.

☐ **OTHER COLUMNS FROM CNS**
Coast To Coast by Dick Maurice
Of Course, A Horse by Don Blazer
CB Sender by Michael McCormack

☐ **OTHER CARTOON FEATURES FROM CNS**
Pisces by Eddy Elia
Geriatrix by Norris and Swigart
Where Are You Now by Beebe and Brumley
Sports Trivia by Bob Alexander

All Copley News Service columnists are available over UPI DataNews high speed wire.

Copley News Service
Serving the needs of newspapers

Name _____ Title _____

Publication _____ Phone _____

Address _____

City _____ State _____ Zip _____

MAIL TO:
Copley News Service
P.O. Box 190
San Diego, Ca. 92112
(714) 299-3131

DIRECTORY OF SYNDICATES

Exclusive Press Syndicate ..... EPS
108 East 66 St., New York, N.Y. 10021
Telephone: (212) 988-5190
Dina Dellale, Managing Editor
Ida Fried, Associate Editor

F

Facing South ..... FAC
P.O. Box 230, Chapel Hill, N.C. 27514
Telephone: (919) 929-2141
Kathleen Zobel, Editor
Jennifer Miller, Editor

Fairchild Syndicate, The ..... FA
7 East 12th St., New York, N.Y. 10003
Telephone: (212) 741-4315
Caroline Vanderlip, Director
Anita Bethel, Photo Editor
Sandra Dorr, Editor

Families Under Stress ..... FUS
Suite 217, 1025 Connecticut Ave. N.W., Wash. D.C. 20036
Telephone: (202) 833-8792
William D. Brown, Columnist

Family Features Syndicate, Inc. ..... FAM
(P.O. Box 8398), Shawnee Mission, Kansas 66208
Telephone: (913) 649-9250
David V. Selders, Sr., President
George E. Selders, Vice-Pres.

Fashion 'n Figure ..... FAS
P.O. Box 255, Bath, O. 44210
Telephone: (216) 659-6231
Paige Palmer, President
Sue Lauer, Ass't. to Pres.

Fashion Sense, Lila Nadell's ..... FS
Spring Lake Road, Sherman, Conn. 06784
Telephone: (203) 355-1848/354-8081
Lila Nadell, President

Feature News Service ..... FEA
2330 S. Brentwood Blvd., St. Louis, Mo. 63144
Telephone: (314) 961-9826
George G. White, Sr., Associate Editor
Leroy Blitz, Associate Editor
Cozen P. Banting, V.P.-Gen. Mgr.

Field Newspaper Syndicate ..... FNS
401 North Wabash Ave., Chicago, Ill. 60611
Telephone: (312) 321-2795
John G. Trezevant, Chmn. of Bd.
Richard Sherry, President
Donald S. Lane, Vice Pres./Gen. Sls. Mgr.
Steven Jehorek, Gen. Mgr.
Christian Chenoweth, Exec. Editor

Flagler & Nelson, Inc. ..... FNI
1640 Statler Hilton, Niagra Sq., Buffalo, N.Y. 14202
Telephone: (716) 852-0925
Paul R. Nelson, President
James B. Nelson, Vice President

Four Star Features ..... FSF
P.O. Box 8643, Philadelphia, Pa. 19101
Telephone: (215) 338-0325
John Prinkey, President
Stephen Prinkey, Vice-Pres.
Rosemary Drahuschak, Asst. Gen'l Mgr.

Frye Syndicate ..... FRY
2 Tudor City Place, New York, N.Y. 10017
Telephone: (212) 421-0319
William R. Frye, President/Editor

G

Gahagan Research ..... GHR
800 2nd Ave., New York, N.Y. 10022
Frederick G. Gahagan, President

Gannett News Service ..... GNS
55 Exchange St., Rochester, N.Y. 14614
Telephone: (716) 232-7100
John C. Quinn, Director
1281 National Press Bldg., Washington, D.C. 20004
Telephone: (202) 393-3460
John J. Curley, Gen. Mgr. & Bureau Chief

Garrett Enterprises, Inc. ..... GAR
1560 Broadway, New York, N.Y. 10036
Telephone: (212) 575-1000
Richard G. Miller

Geiser Productions, Ltd. ..... GPL
7 The Corner/Grange Rd., London, W5 3PQ., England
Telephone: 01-579-4653
N. Geiser, Director
S. DuBroff, Director

Gelman Feature Syndicate, The ..... GEL
826 East 14th St., Brooklyn, N.Y. 11230
Telephone: (212) 434-6050
Bernard Gelman, Owner & Editor

Geraventure Corp. ..... GER
398 Dayton Blvd. Melbourne, Fl. 32901
Telephone: (305) 723-5554
John P. Van Atta, President
Marian Van Atta, Secy./Treas.

Ginsburg, Theodore M. ..... GIN
1209 W. Wynnewood Rd., 102 Wynnewood, Pa. 19096
Telephone: (215) 649-5361
Theodore M. Ginsberg, Owner

Glasserfied Directory ..... GLA
241 Dahill Rd., Brooklyn, N.Y. 11218
Telephone: (212) 436-0666
Selma Glasser, Editor

Globe Syndicate ..... GLS
P.O. Box 197, Spring Lake, N.J. 07762
Telephone: (201) 449-7127
Monte F. Bourjaily, Editor/Pres.
Norma S. Bourjaily, Asso. Editor/Vice Pres.
Monte F. Bourjaily Jr., Wash. D.C. Office

Golden Gate Features ..... GG
Box 245, Kentfield, Calif. 94904
Telephone: (415) 461-5396
Stanleigh Arnold, President
Jane D. Arnold, Manager

Goodman, Jr., Henry Gaines ..... GGJ
107 W. Avondale Dr., Greenville, S.C. 29609
Telephone: (803) 235-0161
Henry Gaines Goodman Jr., Owner

Goodwin & Associates, Dave ..... GWN
P.O. Box 54-6661, Surfside, Fla. 33154
Telephone: (305) 531-0071
Dave Goodwin, Owner

Gormly, Walter ..... GRM
R.F.D. #2, Mount Vernon, Iowa, 52314
Telephone: (319) 895-8520
Walter Gormly, President

Graham Associates, David ..... GRA
104 Washington St. P.O. Box 140 Decorah, Iowa, 52101
Telephone: (319) 382-2831
David D. Graham, Owner

Graphic News Bureau ..... GNB
P.O. Box 38, New York, N.Y. 10010
Tel: (212) MU 8-6380; Cable NOLNOEL, NY
J. G. Bumberg, Director
P. T. Schiffman, Secy-Treas.

Green Syndicate, The Arthur S. ..... GRE
485 S. Robertson Blvd., Suite 5, Beverly Hills, Calif. 90211
Telephone: (213) 274-1283
Arthur S. Green, Director

Green Thumb, The ..... TGT
Ingleside Rd., Naples, N.Y. 14512
Telephone: (716) 374-5400
George Abraham, Editor
Katherine Abraham, Asso. Editor

Greenfield Harvey ..... GRN
5 Edward Terrace, Albany, N.Y. 12208
Telephone: (518) 482-4971
Harvey Greenfield, Author/Editor

Bill Griffith-Reporter ..... GRF
507 Fifth Ave., New York, N.Y. 10017
Telephone: (212) 697-5895
William Griffith, Reporter

J. Griswold ..... GRI
914-2nd Ave., Seattle, Wash. 98104
Telephone: (206) 623-3652
J. Griswold, Owner

GSM News Service/Garden State Media Inc. ..... GSM
P.O. Box 104, Oradell, N.J. 07649
Telephone: (201) 385-2000
Robert Nesoff, President
Sandra Nesoff, Vice Pres.
R. Edward Morrow, V.P./Marketing

H

Hampshire Group, The ..... THG
340 Old Battery Rd., Bridgeport, Ct. 06605
Telephone: (203) 335-6405
Robert A. Cutter, Man. Dir.

Bob Harmon Football Forecast, The ..... HFF
Box 501, Middletown, N.Y. 10940
Telephone: (914) 343-1121
Robert S. Harmon, Pres. & Pub.

Harper Communications ..... HAC
2017 Marker Ave., Dayton, O. 45414
Telephone: (513) 274-2793
Rita Harper, Editor/Owner
Michael R. Harper, Business Mgr.
Diann K. Harper, Public Relations

Harris & Associates Publishing Division ..... HAA
247 So. 800 East, Logan, Utah, 84321
Telephone: (801) 753-3587
Dick Harris, Owner

Harvard Features Syndicate ..... HAR
21 B Hews St., Cambridge, Mass. 02139
Telephone: (617) 491-2637
Ben Corey, Pres.
Ted deMartin, Gen. Mgr.
John Pauplis, Art Director

Heins Publications ..... HEI
1866 Stabler Rd., Akron, O. 44313
Telephone: (216) 867-5451
William A. Heins, President

Helle Features, Ray ..... HEL
5790 34th St. So. 203 St. Petersburg, Fla. 33711
Telephone: (813) 866-6625
Ray Helle, Owner

Hempstone Syndicate, The ..... HEM
7611 Fairfax Rd., Bethesda, Md. 20014
Telephone: (301) 657-2918
Smith Hempstone, President
K. F. Hempstone, Vice President
K. H. Hempstone, Secretary

Henrikson Illinois Cartoon Service ..... HEN
27 N. Meyer Court, Des Plaines, Ill. 60016
Telephone: (312) 296-1309
Arthur A. Henrikson, Owner

Highway Book Shop ..... HIB
Cobalt, Ontario, Canada POJICO
Telephone: (705) 679-8375
Douglas C. Pollard, Owner

Hollywood Inside Syndicate ..... HIS
P.O. Box 49957, Los Angeles, Calif. 90049
Telephone: (213) 826-9602; 271-2515
John Austin, Director

Hollywood Reporter Syndicate The ..... HRS
6715 Sunset Blvd., Hollywood, Calif. 90028
Telephone: (213) 464-7411
Tichi Wilkerson Miles, Publisher/Editor-in-Chief
Carl Schaefer, Dir. of Syndicate
Madeline Cantillon, Editor

Home Features ..... HOF
Box 144, Marblehead, Mass. 01945
Telephone: (617) 631-8521/631-9207
Ralph A. Silva, President
Claire Garrett, Vice-Pres.

Home Furnishing's Daily—See Fairchild Syndication Service

Home-O-Graph Co. ..... HOM
25600 Telegraph Rd., Southfield, Mich. 48034
Telephone: (313) 353-4708
Carl E. Gaiser, President
Joyce Nehls, Secy.-Treas.

Home Town Flavor ..... HTF
1504 So. Marengo, Pasadena, Calif. 91106
Telephone: (213) 799-0467
Kerwin Hoover, Editor/Manager

Homing In ..... HI
P.O. Box 26622, San Francisco, Calif. 94126
Donald A. Stanford, Owner/Writer

Hopkins Syndicate, Inc., The ..... HPS
Hopkins Bldg., Mellott, Inc. 47958
Telephone: (317) 295-2253
Franklin H. Kromm, Jr., Gen. Mgr.
Matthew J. Ross Sales Mgr.
M. C. Kromm, Editor

Houston Press Syndicate ..... HPR
2017 West Gray #4, Houston, Texas 77019
Telephone: (713) 524-8898
Fred Hong
Mark Stinson
Carol Barnes, Editor

Howard Global Syndicate ..... HOW
Suite 46,250 E. Hartsdale Ave., Hartsdale, N.Y. 10530
Telephone: (914) Gr2-2795
60 E. 42nd St., New York, N.Y. 10017
Telephone: (212) 687-7165
Mrs. Trudy Howard, Gen. Mgr./Editor

I

Indelible Ink Works ..... IND
340 Orange Road, Montclair, N.J. 07042
Telephone: 746-5540
Bruce Jorgenson, Owner/Editor
Deb Emil, Managing Editor

Inter-Continental Press Syndicate ..... IPS
111 North Isabel Street/P.O. Box 991, Glendale, Calif. 91209
Telephone: (213) 241-4141
Virgil Pinkley, Chief Exec. Officer
Bert Stolpe, President
John Kearns, Sales Mgr.
Lynne Magnuson, Exec. Editor

Interlude Productions ..... INP
P.O. Box 40, Maplewood, N.J. 07040
Telephone: (201) 763-6392
Alan Caruba, Mgr./Editor
Rebecca Caruba, Secy.
Robert Caruba, Sr., Treas.

Intermedia News and Feature Service ..... IMN
229 Seventh Ave., New York, N.Y. 10011
Telephone: (212) 255-5355
Charles B. Yulish, Editor & Publisher
Stephen B. Ross, Managing Editor

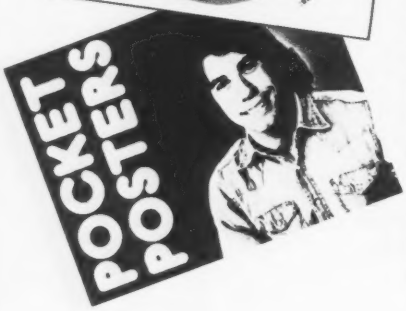
International Features, Inc. ..... INF
6254 Seadrift Cove, Malibu, Calif., 90265
Telephone: (213) 457-2996
Colin Dangaard, Editor

International Medical Tribune Syndicate ..... IMTS
Suite 410, 600 New Hampshire Ave., N.W., Washington, D.C. 20037
Telephone: (202) 338-8866
Norma Hols, Editor/Director

At Special Features, we're going all out to fulfill your special needs!

Day after day, week after week quality material for the entire

Bright, new entertainment features

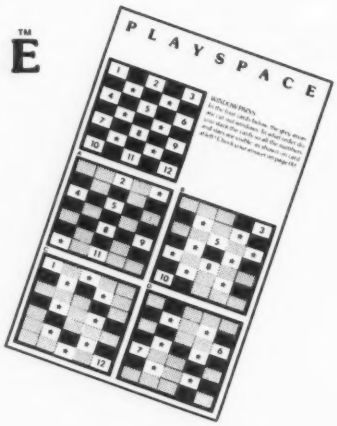


STEVE KAHN'S
SUPERSCENE™

Now there's a surefire way to get devoted, loyal attention from those elusive 8 to 16-year-olds—the TV and rock generation. SuperScene offers them the short, snappy items they want on stars and celebrities; on music, movies, records and TV shows. It's all in full color. A captivating array of photos, puzzles, mini-posters, inside talk plus a challenging contest offering a new set of prizes each week. The name of the game with SuperScene is participation: the kind of fun that's bound to bring young people to your newspaper with enthusiasm and anticipation. We've only got room to give you some of the details on SuperScene; get the whole story soon. And may the force be with you...each week.

PLAYSPACE™

A fresh and innovative series of sophisticated brain-teasers created by Allen Bragdon and Len Fellows. Each "Playspace" allows you to test your own word and number skills...or to challenge a friend's in a fast-moving game of one-on-one. The graphics are striking, and the puzzles themselves appear in a variety of forms so you're guaranteed a wide range of appeal across many age levels. "Playspace" units are designed in a 2-col by 7-in format. Available daily and weekly.

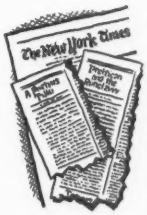


Speed of communications—it's a real advantage to you when you work with Special Features. Our exclusive columns, features and magazine take-outs move instantaneously over UPI's DataNews wire or AP's DataFeatures—at speeds of 1,200 words a minute. We also move book serializations or other specially prepared material computer to computer.

America's best-known clothing consultant, John T. Molloy, has distilled 18 years of research and experience—and the work that went into two national best-sellers—into a weekly forum on the world of "appearance" as a factor in business life. From his unique perspective, Molloy tackles a wide range of topics including Success, Power, Appropriate Attire, Office Politics and Life-Styles. There's never been so contemporary a feature.

...Special Features supplies newspaper-reading family.

Coping with a complex world



OP-ED COLUMNS

From the award-winning Op-Ed page of The New York Times comes a daily feed that brings you over a dozen provocative articles each week. These exclusive stories, written by "guest" columnists, cover a multitude of current topics. Recent Op-Ed authors have included Erica Jong, Archibald MacLeish, Walter Mondale, Halston, and Admiral Elmo Zumwalt.

Major selections each week from one of the world's most distinguished journals—The New York Times Sunday Magazine. As you'd expect, these articles focus on today's issues and ideas, and they're aimed at readers who want to keep a step ahead of contemporary trends and topics. Three selections mailed weekly, or fed computer to computer.

Modern Medicine

An effective prescription for readers who are not just interested in personal health—but in the latest advances in medical science. Written by noted author and practitioner Dr. Michael J. Halberstam, this is an informative and innovative series. Offered three times a week, "Modern Medicine" is an invaluable complement to your life-style pages.

Political cartoons that pull no punches: that's the specialty of Don Wright, Pulitzer Prize winner and recipient of the prestigious Sigma Delta Chi Award. His incisive pen and imagination create laughter... and a new understanding of the forces that affect our lives. Four horizontal-format cartoons each week.

Mary McGrory

One of the most respected columnists on the American scene, Mary McGrory of the *Washington Star* has won a Pulitzer Prize and scores of other top awards. Her beat is the national political arena, and her sharp and skillful writing explains the how and why of today's events. Special Features makes her columns available three times a week to customers of The New York Times News Service.

Making leisure hours more productive

HOME IMPROVEMENT—Bernard Gladstone's famous New York Times column offering complete and practical details for the do-it-yourselfer. Covers all phases of home repair and maintenance. Weekly. Available with art.

CROSSWORD PUZZLES—Those devilishly clever creations from the daily and Sunday editions of The New York Times edited by Eugene Maleska. Daily puzzles mailed twice each week. Sunday puzzle mailed weekly.

BERNSTEIN ON WORDS—Salty, concise opinions on the use and abuse of the English language by the former Assistant Managing Editor of The Times. Witty, amusing and a valuable classroom aid. Three times a week.

AROUND THE GARDEN—By Times' columnist Joan Lee Faust, it's a blooming treat for the beginner, the advanced gardener, even the city dweller with a terrace. Available weekly.

TV TODAY—Advance reviews of major-network and public-broadcasting programs; plus "inside" news-breaks on the TV industry and its personalities. By Bernie Harrison of the *Washington Star*. On the wire daily.

SCHOLASTIC YOUTH POLL—Gives your readers an informed view of attitudes, opinions and trends among America's young people. Covers the spectrum from politics to parental guidance. Available weekly.

TRAVEL BOX—For a nation on the move, here's an up-to-the-minute feature on where to go...how to get there...major attractions for the vacationer or the weekend traveler. Available weekly.

CAMERA VIEW—Focuses on photography, one of the country's biggest recreational activities. Loaded with the details your readers want: techniques, equipment, supplies, how to shop and more. Available weekly.

BRIDGE, CHESS, BACKGAMMON, STAMP COLLECTING—Four surefire attractions from The New York Times. Each one has its own special appeal: to the expert, the casual participant and the beginner. Available with artwork. Check with us regarding daily, weekly availability.

David Gantz has brought his bewildered hero, Don Q, into the 20th century, when he now faces the pitfalls and pratfalls of modern life. This zany, topical cartoon strip offers today's more sophisticated newspaper readers a whole new perspective on the world of small incidents and big events. Six "Don Q" strips mailed each week.

The French Connection. An increasing number of journals in Europe, Africa and the Middle East are now using Special Features material. The focal point for service throughout this area is our Paris office. For details, contact Paul Gendleman: 3 Rue Scribe, 75009 Paris, France. Phone: 073-72-65 or 073-95-13. Telex: 230650.

When it comes to book serializations, we're really something special

From biographies to self-help...from political memoirs to novels–major book serializations form a substantial part of our service. We've set out to become the first syndicator to offer a book a week...each one carefully selected as a prime attraction for your newspaper. The record speaks for itself. Special Features has offered the Nixon and Haldeman best-sellers, Alex Haley's "Roots," Carl Sagan's "The Dragons of Eden," and William Safire's "Full Disclosure" –to mention just a few. Here's a rundown on some of the new books coming your way...

- **"Robert Kennedy and His Times"** by Arthur M. Schlesinger, Jr. Publishers Weekly calls this "a monumental biography...a 940-page blockbuster. It is painstakingly and eloquently told...revealing totally new insights on events and personalities." Much of the material in this new book is based on Kennedy-family documents never before released. A truly important book for every American. Serialization to begin Sept. 10.
- **"The Freddie Prinze Story"** by Maria Pruetzel and John Barbour. A remarkable book about a remarkable young comedian...his meteoric rise to stardom...and the tragic consequences of his sudden fame. Prinze's mother takes us through her son's early years and his career as a star. Her warmth and affection shine through on every page. Release date to be announced.
- **"Mommie Dearest"** by Christina Crawford. This is the book that has everyone talking...the shocking, behind-the-facade story of how film-star Joan Crawford's tempestuous personality almost wrecked the life of her daughter. Christina portrays her mother as alternatingly neurotic and loving...and traces the course of a movie career marked by adulation, awards, affairs, and final tragedy. Coming in November.
- **The Sportsmedicine Book** by Gabe Mirkin, M.D., and Marshall Hoffmann. Based on research in a new field of medical science, this volume explains what happens to the body, and why, during physical activity. Essential for the casual or devoted athlete—covering such topics as preparing the body for stress...how to prevent injuries...diet and vitamins...psychological stress in competition. To be released as a 52-part series beginning in November.

Currently available on Special Features' list of standout book attractions...

- **Joe Louis: My Life,** the autobiography of one of the most popular heavyweight champions of all time...told as only he could tell it.
- **The Complete Book of Running,** by Jim Fixx. For a nation of joggers and runners of all ages, here is the classic work. Goes the distance in providing information and helpful advice.
- **Among the Missing.** From 1800 to the present, many people have vanished...disappeared. Some never to return, while others have reappeared. And often at the most inconvenient moments! A book of anecdotes about the missing —to keep you amused and amazed.

Special Features can deliver a whole series...in a matter of hours!

Examples: Hours after Elvis Presley's untimely death, we were able to deliver two "Elvis" series over The New York Times News Service wire. When James Earl Ray jumped his prison wall, we broke loose with George McMillan's "The Making of an Assassin." And when Margaret Trudeau's marriage hit the rocks, we hit the wire with a multi-part series on her turbulent life. We have many other examples of this "instant-series" service—just ask for details.

Special Features offers material from today's leading magazines... publications covering a whole spectrum of reader interests. Included in the list are New Times, U.S. News & World Report, Us, Family Circle, Golf Digest, Tennis and Der Spiegel. You can choose, on a contract basis, either selected articles or the entire contents of an issue. Our special bulletins give you a "first alert" on what's coming up in these important journals. In addition, we offer articles from Le Monde—noted for firsthand coverage of events around the world.

Samples, price details, information on all the special plans we've got in the works–they're yours with a collect phone call! You're also invited to stop in at our new operating center on the 6th floor of New York's Pan Am Building when you're in town. We'd like you to meet the key people who are going all out to serve your needs: R.R. Buckingham, President...Sam Summerlin, Vice President...Jesse Levine, Manager...Carlos Sandoval, Manager and Editor of Acquisitions...Marian Taylor, Editor...Carmela Pecone, Promotion Director...and James Lomenzo, Manager of Administration.

The New York Times
SYNDICATION SALES CORPORATION

200 Park Avenue
New York, NY 10017
(212) 972-1070 Telex: WU 640198

Manager, West Coast Division: Paul Finch
4242 Stansbury Ave. (No. 306)
Sherman Oaks, CA 91403 (213) 788-2200
Manager, Southwest Division: W.R. Higginbotham
5154 Winifred Drive
Ft. Worth, TX 76133 (817) 292-8165

International Writers Service ..... INW
1220 National Press Bldg., Wash. D.C. 20045
Telephone: (202) 483-4554
Stanley Karnow, Editor

Interocean Press Syndicate ..... INO
13065 Coronado Station, Tucson, Ariz. 85732
Telephone: (602) 881-2931
Carl Riblet, Jr., Dir.
Timothy Shepard, Prod. Mgr.

Interpress of London & New York ..... ITP
400 Madison Ave., New York, N.Y. 10017
Telephone: (212) 832-2839
Jeffrey Blyth, Editor/President

Interstate Publishers ..... INT
8525 Colesville Rd., Silver Springs, Md. 20910
Telephone: (301) 585-5580
Donald Saltz, Editor
Ron Snider Sales Mgr.

J

Jandon Features ..... JAN
Box 127 Downtown Station, Omaha, Neb. 68101
Telephone: (712) 527-3503
Jam Riggenbach, President
Don Riggenbach, Vice Pres/Mgr.
Jack Sommars, Editor

JDL Features ..... JDL
399 N.W. 10 Court, Boco Raton, Fla. 33432
Telephone: (305) 391-0376
Jim Lynch, Editor
Debbie Lynch, Man, Editor

Jewish Telegraphic Agency, Inc. ..... JTA
165 W. 46th St., New York, N.Y. 10036
Telephone: (212) 575-9370
William M. Landau, Pres.
John Kayston, Exec. Vice Pres.
Murray Zuckoff, Editor

JHJ Newspaper Syndicate The ..... JHJ
344 N. Peachtree Rd., Norcross, Ga. 30071
Telephone: (404) 448-1594
Jane H. Johnson, Owner/Author

Journal Press Syndicate ..... JPS
250 Park Ave., New York, N.Y. 10017
Telephone: (212) 0X7-9696
Donald Finck, Director
Eugene R. Smith, Editor
John Lynker, Managing Editor

K

Karch, R. Randolph ..... KAR
2713 Sand Hollow Count, Clearwater, Fla. 33519
Telephone: (813) 733-9557
R. Randolph Karch, Owner

Keister Advertising Service ..... KEA
112 King St., Strasburg, Va. 22657
Telephone: (703) 465-3761
G. Walton Lindsay, President

Kids' Corner ..... KID
Box 275, Pequot Lakes, Mn. 56472
Telephone: (218) 568-4255
Claire Nagel, Pres.

King Features Syndicate ..... KFS
235 E. 45th St., New York, N.Y. 10017
Telephone: (212) 682-5600
Joseph F. D'Angelo, President
Benson M. Srere, V.P./Gen. Mgr.
Allan Priaulx, Exec. Ed.
Sylvan Byck, Comic Art Editor
Richard E. Fales, National Sales Director
Harold Schneider, Sls. Dir., International
William Bang, Asst. to Gen. Mgr.
Lester Byck, Promotion Mgr.
Ted Hannah, Public Relations Mgr.
Michael Volk, Prod. & Shipping Supervisor

Kisses, Inc. ..... KIS
15240 N.W. 60th Ave., Miami Lakes, Fla. 33014
Telephone: (305) 558-1810
Vivian Greene, Pres.

Kitchen Sampler ..... KSS
8905 Camfield Drive, Alexandria, Va. 22308
Telephone: (703) 360-5062
Jane Mengenhauser, Owner/Author

Knight News Wire ..... KNT
1195 National Press Bldg., Washington, D.C. 20004
Telephone: (202) 637-3642
Dean Schoelkopf, Editor

Knowledge News & Feature Syndicate ..... KNF
P.O. Box 100, Kenilworth, Ill. 60043
Telephone: (312) 256-0059
Dr. Whitt N. Schultz, Owner/Exec. Editor

Konipo-704 ..... KON
51 E. 42nd St., New York, N.Y. 10017
Telephone: (212) 833-6317
H. Koni, Mgr.

L

Lane Syndicate, Lydia ..... LLS
P.O. Box 1417, Burbank, Calif. 91507
Telephone: (213) 848-0615
Patrick McHugh, Editor

Law Education Institute ..... LAW
50 N. Terrace Pl., Valley Stream, N.Y. 11580
Telephone: (516) 561-1483
Diane Ross, Owner & Editor
Martin J. Ross, Director
Jeffrey S. Ross, Asst. Director
Elizabeth Ross, Secy./Treas.

LeFan Features, Mike ..... LEF
1802 South 13 St., Temple, Tex. 76501
Telephone: (817) 773-4768
Mike LeFan, Owner/Editor

Le-Pac Features Syndicate ..... LEP
65 Chesta Vista Drive, San Francisco, Calif. 94127
Telephone: (415) 586-4802
Le Pacini, Editor
Jose Bloom, Assoc. Editor
E. del Ferrea, Secretary

Legal Briefs Associates ..... LEG
3461 Main Highway, Miami, Fla. 33133
Telephone: (305) 444-7187
John A. Ritter, Pres.
Paul J. Levine, Vice Pres.

Lester Syndicate ..... LES
P.O. Box 1183, Cupertino, Calif. 95014
Telephone: (408) 257-9567
Mary Lester, Man. Ed.

Levine, Samuel P. ..... LEV
P.O. Box 174, Canoga Park, Calif. 91305
Telephone: (213) 343-0550
Samuel P. Levine, Author

Liberty News International ..... LNI
P.O. Box 85, East Detroit, Mich. 48021
Horst Mann, Director/Editor
Robert Delaney, Jr., Assoc. Dir.

Los Angeles Times Syndicate ..... LAT
Times Mirror Square, Los Angeles, Calif. 90053
Telephone: (213) 625-2345; Toll Free (800) 421-8800
J. Willard Colston, President
Dan Byrne, Editor

Los Angeles Times/Washington Post News Service ..... LTWP
1150 15th St. N.W. Washington, D.C. 20071
Telephone: (202) 223-6173
Cal Thornton, General Manager
John Cullicott North American Editor
John Dix, West Coast Editor

Ludcke, George O. ..... LUD
5440 Ridgewood Cove, Mound, Minn. 55364
Telephone: (612) 472-3002
George O. Ludcke President

Lui Associates ..... LUI
26135 Telegraph Rd., Southfield, Mich. 48075
Telephone: (313) 353-2268
Harry M. Lui, Editor

Lutheran Church in America, Dept. of Press, Radio and TV LUT
231 Madison Ave., New York, N.Y. 10016
Telephone: (212) 481-9668
R. Marshall Stross, Director
Carolyn Lewis, Asst. Director

Lynn Enterprises, Richard ..... LYN
Mail Trace Road, Lagro, Inc. 46941
Telephone: (219) 782-2345
R. J. Lynn, Pres.

M

Mallard East Enterprises ..... MAL
P.O. Box 237, Pittsville, Md 21850
J. Wayne Calloway, Author/Owner
M. E. Rayne, Distribution Mgr.

Manson Western Syndicate ..... MAN
12031 Wilshire Blvd., Los Angeles, Calif. 90025
Telephone: (213) 478-2061
Ira R. Manson, President
Patrick McHugh, Editor

Martin, M. W. ..... MAR
P.O. Box 15518, Columbus, O. 43215
Telephone: (614) 228-2437
M. W. Martin, Owner

Marie Mattson ..... MAT
1250 Vallejo St., San Francisco, Calif. 94109
Telephone: (415) 885-5064
Marie Mattson, Owner

Mark Morgan, Inc. ..... MOR
35 Jackson St., Newman, Ga. 30264
Telephone: (404) 253-5355
David Boyd, Pres.
Gus L. Wood, Secy./Treas.
Rosalyn M. Boyd, Vice-Pres.

McManus, Michael, J. ..... MCM
85 Halliwell Drive, Stamford, Conn. 06902
Telephone: (203) 357-1114
Michael J. McManus, Owner/Author

McNaught Syndicate, Inc. ..... MCN
60 E. 42nd St., New York, N.Y. 10017
Telephone: (212) 682-8787
Charles V. McAdam, Sr., Chmn. of the Board
Charles V. McAdam, Jr., President
Roseanne Gordon, Sales & Promotion
Anne Rickey, Editor
Charles V. McAdam, III, Sales & Promotion

Meilach Features, Dona Z. ..... MEI
3991 Crown Point Drive, San Diego, Calif. 92109
Telephone: (714) 270-5784
2018 Saliente Way, Carlsbad, Calif. 92008

Meritakis, S. ..... MRT
P.O. Box 72, Oakleigh, Vic., Australia, 3166
Stan Meritakis, Owner

Merrell Enterprises ..... MER
1500 Massachusetts Ave., N.W., Washington, D.C. 20005
Telephone: (202) 659-8280
Jesse H. Merrell, President
James M. Merrell, Exec. Vice Pres.
Jesse H. Merrell, Treasurer

Meyers Associates, Norman ..... MEY
P.O. Box 5321-Grand Central Sta., New York, N.Y. 10017
Norman G. Meyers, President

MHS Features ..... MHS
P.O. Box 425, Lenox Hill Sta., New York, N.Y. 10021
Telphone: (212) 595-0083
Margaret Hansen-Sturm, Director

Miami Herald Syndicate ..... MIA
1 Herald Plaza, Miami, Fa. 33306
Telephone: (305) 350-2213
Helene Moore, Editor

Mid Continent Feature Syndicate ..... MCF
Box 1662, Pittsburgh, Pa. 15230
Telephone: (412) 562-4067
John D. Paulus, Publisher
Charles Conover, Editorial, Chmn.
Mildred H. Paulus, Book Editor and Vice-Pres.

Miko's Pacific News Services ..... MNS
P.O. Box 654, Stratford, Ct. 06497
Telephone: (203) 378-2803
Robert J. Miko, Editor

Miller News Service ..... MLN
376 Sunrise Circle, Glencoe, Ill. 60022
Telephone: (312) 835-5063
Eugene Miller, President
Thelma Miller, Vice President

Miller, Richard A. ..... MLR
141 E. Philadelphia St., York, Pa. 17403
Telephone: (717) 854-2715

Miller Services Limited ..... MIL
45 Charles St., East, Toronto, Ont. M4Y 1S6, Canada
Telephone: (416) 925-4323
S. Dickson Miller, Pres.
Ken Mason, Syndicate Mgr.

Patsy Milligan Syndicate ..... MLS
P.O. Box 14, Dundee, Ill. 60118
Telephone: (312) 428-8902
Peter J. Milligan, Vice Pres.
Patsy Milligan, Pres. & Editor

Mink, Randy, Travel Writer ..... MIK
9429 Bay Colony Dr., Des Plaines, Ill. 60016
Telephone: (312) 824-2133

Minority Features Syndicate, Inc. ..... MFS
P.O. Box 421, Farrell, Pa. 16121
Telephone: ((412) 981-3751
Bill Murray, Pres.
Doris E. Murray, Vice Pres.
Bill Murray, Cartoonist

Minute Message ..... MM
1702 St. Mary's St., Raleigh, N.C. 27608
Telephone: (919) 829-0587
Fred Dodge, Editor

Phyllis Mitchell Christian Features, Inc. ..... MIT
126 Metcalfe St. East, Strathroy, Ont., Canada N7G 1P3
Telephone: (519) 245-2931
Phyllis Mitchell, Exec. Director

Monitor News and Feature Services ..... MNF
4630 St. Catherine St. West, Montreal
Quebec, Canada H4V 1Y9
Telephone: (514) 932-8236
Hugh E. McCormick, President
Lorne D. Macbean, Mgr.

Moon Communications ..... MNC
Rt. 6, Box 364, Carrollton, Ga. 30017
Telephone: (404) 854-8458
Ben L. Moon, Pres.

Morgan Associates ..... MOG
1169 Colorado Blvd., Denver, Colo. 80206
Telephone: (303) 377-2984
Bernie Mantey, Owner

Mountain Moments Publications ..... MMP
P.O. Box 83, Cumberland Gap, Tn. 37724
Telephone: (615) 869-4164 & 869-3611
K. M. Head, President
Joyce Head, Vice-Pres.

MSC, Inc. ..... MSC
University Station 40457, Tucson, Ariz. 85717
Telephone: (602) 299-9615
Porter B. Williamson, President
Gary B. Williamson, Vice President
Jennie M. Williamson, Secy-Treas.

ATTRACT READE

THE AMAZING SPIDER-MAN

T.M.

● FEATURES

BETTER HOMES AND GARDENS® STEP-BY-STEP COOKING
Weekly

FREEBIES T.M.
Brian Weiss, Weekly

THE AVERAGE AMERICAN How Do YOU Compare? T.M.
Lowell Smith, Weekly

MAKIN' THINGS T.M.
Ed and Stevie Baldwin, Weekly

MEMO TO A WORKING WOMAN®
Muriel Lederer, Weekly

AFTER DIVORCE®
Dr. Melvyn Berke and Joanne Grant
Weekly

BUY RIGHT®
Arthur Darack, Weekly

T.M.

CONAN THE BARBARIAN

© 1978 Marvel Comics Group,
div. Cadence Industries Corp.
All rights reserved.
Register and Tribune Syndicate, Inc.

T.M.

THE INCREDIBLE HULK

*** WE HAVE WHAT YOU NEED**

THE REGISTER AND TRIBUNE SYNDICATE, INC.
715 Locust Street, Des Moines, Iowa 50304 • Dennis R. Allen, President

PHONE 515-284-8244

RS WITH RTS FEATURES*

NATIONAL OBSERVER CROSSWORD
Edited by Charles Preston, Weekly

KNOW YOUR ANTIQUES®
Ralph and Terry Kovel, Weekly

WHY GROW OLD?®
Josephine Lowman, Daily

THE COUNTRY PARSON®
Frank Clark, Daily

SEW SIMPLE®
Eunice Farmer, Weekly

LET'S ASK THE COOK
Carol McGarvey, Three times weekly

THE MOTHER EARTH NEWS®
John Shuttleworth, Twice weekly

THE HOUSE DOCTOR
Herman Baum, Weekly

ABOUT REAL ESTATE
Don Campbell, Weekly

MANAGING YOUR FAMILY'S MONEY
Merle Dowd, Twice weekly

WILL ROGERS SAYS . . .
Edited by Bryan Sterling
Five times weekly

LOOK SMART!
Harry Juster, Weekly

NOW!
Gene Loyd, Three times weekly

SOLUNAR TABLES
Jackie Knight, Weekly

• EDITORIAL PAGE

DANIEL SCHORR AT LARGE
Weekly

FOOD AND AGRICULTURE AFFAIRS
Lauren Soth, Weekly

IN THE PUBLIC INTEREST
Ralph Nader, Weekly

INTERPRETIVE REPORT
Stanley Karnow, Weekly

ROY WILKINS
Weekly

• CARTOONS

CONAN THE BARBARIAN®
Roy Thomas and John Buscema
Daily and Sunday

ELWYN®
Mehlman/Brenner, Daily

MARVELOUS FUN and GAMES®
Owen McCarron, Sunday

THE FAMILY CIRCUS®
Bil Keane, Daily and Sunday

THE AMAZING SPIDER-MAN®
Stan Lee and John Romita
Daily and Sunday

THE INCREDIBLE HULK®
Stan Lee and Larry Lieber
Daily and Sunday

THE BETTER HALF®
Ruth Barnes, Daily and Sunday

AMY®
Jack Tippit, Daily

CITIZEN SMITH
Dave Gerard, Daily

OFF THE RECORD
Ed Reed, Daily and Sunday

PERKINS
John Miles, Daily

HOWARD THE DUCK®
Marv Wolfman and Alan Kupperberg
Daily and Sunday

• EDITORIAL CARTOONS

ED GAMBLE
Five times weekly

C.P. HOUSTON
Daily

THE FAMILY CIRCUS
© 1978, The Register and Tribune Syndicate, Inc.

THE CHRISTIAN SCIENCE MONITOR® News and Photo Service

You get more with THE CHRISTIAN SCIENCE MONITOR NEWS AND PHOTO SERVICE.

For one price, your newspaper receives news, weekly columns, features, maps, graphs, charts, sketches, photos and 40 special series a year.

Each piece included in the day's news service reflects the quality and journalistic excellence of its source — THE CHRISTIAN SCIENCE MONITOR.

Nearly 200 newspapers use the output of the award-winning staff of THE CHRISTIAN SCIENCE MONITOR in various sections of their newspapers.

Let us sample you and see for yourself the extra dimension THE CHRISTIAN SCIENCE MONITOR NEWS AND PHOTO SERVICE can add to your newspaper.

Murfin-Harris Syndicate ..... MUR
P.O. Box 28038, Columbus, Ohio, 43228
Telephone: (614) 279-6326
Clifton H. Murfin, Pres. & Author
Rex Harris, Secy. & Artist
Thomas R. Murfin, Treas.

N

Name Game Co., Inc., The ..... NGC
382 Central Park West (Suite 9-W), New York, N.Y. 10025
Telephone: (212) 222-9039
Ken Hecht, Exec. Dir.
John Contrata, Prom. Dir.
Jack London, Gen. Mgr.

National Features Syndicate ..... NFS
2359 Jefferson Dr., S.E., Grand Rapids, Mich. 49507
Telephone: (616) 243-0888/456-4947
Robert Grill, Pres.

National Catholic News Service ..... NCF
1312 Massachusetts Ave., N.W., Washington, D.C. 20005
Telephone: (202) 659-6744
Richard W. Daw, Director, Editor-in-Chief
Richard Banules, Business Mgr.
Angela M. Schrieber, Feature Editor
Tom Lorsung, Man. Editor

National Geographic Society NewsService ..... NGS
17th and M Streets, N.W., Wash. D.C. 20036
Telephone: (202) 857-7761
Paul Sampson, Chief

New York Times News Service ..... NYT-NS
229 West 43 St., New York, N.Y. 10036
Telephone: (212) 556-7087
Rob Roy Buckingham, Editor, Gen. Mgr.
Sam Summerlin, Asst. Ed., Asst. Gen. Mgr.
John McNutt, Assoc. Ed., Mgr.
Jim McElroy, Exec. Ed.

NYT Pictures ..... NYT-P
229 West 43 St., New York, N.Y. 10036
Telephone: (212) 556-7119/556-1243
Raphael Paganelli, Mgr.
Shirley Baig, Sales

New York Times Syndication Sales Corp—Special Features ..... NYT
200 Park, Ave., New York, N.Y. 10017
Telephone: (212) 972-1070; Telex #-640-198
R. R. Buckingham, Pres.
Sam Summerlin-Vice-Pres.
Jesse E. Levine Sales Mgr.
Jim Lomenzo, Mgr. of Administration
Marian Taylor Editor
Carlos J. Sandoval, Mgr./Editor Acquistions

New York Today, Inc. ..... NEW
78-11 New Forest Lane (Suite 1-C.B.), Forest Hills, N.Y. 11375
Telephone: (212) 544-1254
Ray Wilson, President & Treasurer
Margaret Walrath, Vice Pres. & Secy

Newhouse News Service
Suite 1320, 1750 Pennsylvania NW, Wash., D.C. 20006
Telephone: (202) 298-7080
Dean Reed, Editor
Sold by Field Newspaper Syndicate

News Associates ..... NWS
P.O. Drawer J, Idyllwild, Calif. 92349
Telephone: (714) 659-2329
John Pinkerman, Pres. & Editor

News Portraits Syndicate ..... NPS
P.O. Box 564, Hackensack, N.J. 07602
Telephone: (201) 342-2985
Y. L. Tiajcliff, Executive Editor
Martin Sager, Business Mgr.

News Research Service ..... NRS
P.O. Box 16147, San Diego, Calif. 92116
Telephone: (714) 282-2411
Ross Williams, Assoc. Editor
Irene Williams, Assoc. Editor

News World Syndicate The ..... NWR
401 Fifth Ave., New York, N.Y. 10016
Telephone: (212) 532-8300
Harold Fuller, Editor

Newspaper Enterprise Association, Inc. ..... NEA
200 Park Ave. New York, N.Y. 10017
Telephone: (212) 557-5870
William C. Payette - Chairman
Robert Roy Metz - Pres. & Ch. Exec. officer
David Hendin - V.P. & Exec. Editor
William H. Ravenscroft - Sen. V.P., Licensing
Joseph A. Brunner - V.P. & Bus. Mgr.
Robert F. (Bob) Farnell - V.P. & Sales Mgr.
Roberta D. Miller - Comic Art Managing Ed
Donald F. Graff - Managing Editor

Newsweek International Editorial Service ..... NIES
444 Madison Ave., New York, N.Y. 10022
Telephone: (212) 350-2662
R. J. Melvin, Director

NMD Features ..... NMD
1263 West Pratt Blvd., Chicago, Ill. 60626
Telephone: (312) 973-1060
Norman Davis, Editor

North American Newspaper Alliance ..... NANA
200 Park Ave., New York, N.Y. 10017
Telephone: (212) 577-2333
William C. Payette, Chairman
Robert Roy Metz, Pres. & Ch. Exec. Off.
Sidney Goldberg, V.P. & Executive Editor
Sheldon Engelmayer, Editor
William H. Ravenscroft, Senior V.P., Licensing
Peter S. Willett, V.P. & General Manager
John J. Carroll, V.P., Sales
Lewis A. Little, V.P., Editorial Development

Numismatic Information Service ..... NUM
Rossway Road (R.R. 4-Box 332), Pleasant Valley, N.Y. 12569
Telephone: (914) 635-2361
Barbara White, President

O

Oceanic Press Service ..... OPS
4717 Laurel Canyon Blvd. (P. O. Box 4158), North Hollywood, Calif. 91607
Telephone: (213) 980-6600
John R. West, Mgr.
J. Taylor, Asst. Mgr.
F. W. Konig, Foreign Sales Mgr.

Mort Olshan Sports Features ..... MOS
9255 Sunset Blvd., Suite 605, Los Angeles, Calif. 90069
Telephone: (213) 274-1913
Mort Olshan, President
Philip Giordano, Vice President
Bill Lee, Vice President

P

Page Publishers ..... PAG
19 Page Drive, Red Bank, N.J. 07701
Telephone: (201) 741-8900
Irwin J. Polk, Editor

Partime Features ..... PTF
21 West 86th St. New York, N.Y. 10024
Telephone: (212) 877-2258
William S. Gore, President
Myra Harris, V.P./Treas.

J. S. Paul ..... PAU
P. O. Box 6488, Bakersfield, Calif. 93306
Telephone: (805) 871-8569
J. S. Paul, Owner

Payne, Jr., Sanford C. ..... PAY
2516-D Santa Clara Ave., Alameda, Calif. 94501
Telephone: (415) 522-7702
Sanford C. Payne, Jr., Editor

Pet Parade, The ..... PET
4354 Clybourn Ave., Burbank, Calif. 91505
Telephone: (213) 849-5077
William Patterson, Editor
Carol Patterson, Editor

Phoenix Features ..... PF
41-20 46th St., Long Island City, N.Y. 11104
Telephone: (212) 937-3867
R. A. Roche, Gen. Mgr.

Photo Communications Company, Inc. ..... PCC
488 Madison Ave., New York, N.Y. 10022
Telephone: (212) 688-1930
Louis Weintraub, Editor
Eleanor Fitzsimons, Exec. Editor

Photo Features International ..... PFI
135 E. 39th St., New York, N.Y. 10016
Telephone: (212) 532-8226
Landt Dennis, Editor
Lisl Dennis, Exec. Ed.

Pierce, Phil E. ..... PUN
404 E. Elm St., West Frankfort, Ill. 62896
Telephone: (618) 937-2898
Phil E. Pierce, Editor

Pioneer Press Service, Inc. ..... PIO
210 Hardy Way, Box 149, Worthington, O. 43085
Telephone: (614) 885-7040
James W. Baker, Pres.
Mary Louis Baker, Gen.

Plympton ..... PLY
153 1st Ave., New York, N.Y. 10003
Telephone: (212) 228-1392
Bill Plympton, President
Sandee Wilder, Representative

Posner, Jack ..... POS
220 Madison Ave., New York, N.Y. 10016
Telephone: (212) 686-2332
Jack Posner, Pres.

Premiere Features International ..... PRE
444 South LaFayette Place, Suite 104, Los Angeles, Calif. 90057
Telephone: (213) 385-5660
F.R. Harpster, Exec. Editor

Press Associates, Inc. ..... PRA
806 15th St. N.W., #632, Wash., D.C. 20005
Telephone (202) 638-0444
Harry Conn, Exec. Editor
Robert B. Cooney, Man. Editor
David Prosten, Editor
Jean Cullen, Editor

Press-Craft Features ..... PCF
2833 North Lake Blvd., North St. Paul, Minn. 55109
Telephone: (612) 777-1996
David A. Ekstrand, President
Roman Baltes, Gen. Mgr.

Press-Radio Bible Service, Inc. ..... PRB
4606 Erie Ave., Cincinnati, Ohio 45227
Telephone: (513) 271-1343
Harold M. Russell, Pres.
Janet L. Oligee, Secy.-Treas.

Press Wire Services/Press Wire Features Services ..... PWF
Box 2P, 144-45 35th Ave., Flushing, N.Y. 11354
Telephone: (212) 539-6427
Mobile Units: KMD 3015, Channel 11
Robert I. Queen, Managing Editor
Bella A. Queen, Feature Editor
Alan N. Queen, Scientific Topics
Ted Green, Radio-TV Editor
Joseph W. Queen, Sports

Princeton Features ..... PRI
280 Nassau St., Princeton, N.J. 08540
Telephone: (609) 921-1018
Shirley Smith Anderson, Pres.
Sally Wells, Vice Pres.
Elizabeth Wheeler, Treas.

Providence Journal Co. ..... PJC
75 Fountain St., Providence, R.I. 02902
Telephone: (401) 277-7463
John C. A. Watkins, Publisher
Michael P. Metcalfe, Pres.
Charles McHauser, Exec. Ed.

Publishers Financial Bureau ..... PFB
370 Washington St., Wellesley Hills, Mass. 02181
G. Kevin Quinn, Circ. Mgr.

Publishers-Hall Syndicate
See Field Newspaper Syndicate

Dolores Pyle ..... PYL
14 Merwit Court, Merchantville, N.J. 08109
Telephone: (609) 662-2778
Dolores Pyle, Owner/Author

Q

Quiz Features ..... QUF
4007 Connecticut Ave. N.W., Washington, D.C. 20008
Telephone: (202) 966-0025
Donald Saltz, Author

R

Rayr Thoughts ..... RAY
38 S. Kerwood, Palatine, Ill. 60067
Ray Rhamey, Partner
Sarah Rhamey, Partner

Real Estate Feature Services ..... REF
P. O. Box 6710, 711 Commercial St., San Francisco, Calif. 94101
Telephone: (415) 344-2600
Robert J. Bruss, Editor

Real Estate House Calls ..... RHC
240 Hemingway Drive, Rochester, N.Y. 14260
Telephone: (716) 271-6230
Edith Lank, Owner/Author

Real Estate Research Institute ..... RER
353 Willet Ave., Port Chester, N.Y. 10573
Telephone: (914) 937-3500
Howard L. Shonting, President
Dr. J. Dan Benefiel, Exec. V.P.

Record Reviews, D.K. ..... RCR
P.O. Box 2191, Denver, Colo. 80201
Dick Kelleher, President

Register and Tribune Syndicate Inc., The ..... RTS
715 Locust St., Des Moines, Iowa 50304
Telephone: (515) 284-8244
Dennis R. Allen, President
Brian J. Flynn, Business Mgr.

Charles Rehns Publications ..... REH
457 W. 57th St., New York, N.Y. 10019
Telephone: (212) 246-6335
Charles Rehns, Editor
Ruth W. Rehns, Secretary

Reichart, Ronald J. ..... RJR
2914 Kingman Dr. Cincinnati, Ohio 45239
Telephone: (513) 522-7131
Ronald J. Reichart, Owner

Religious Drawings, Inc. ..... REL
6624 Golf Hill Drive, Dallas, Texas 75232
Telephone: (214) 371-3986
Jack Hamm, Artist & Director
D. A. Alexander, Secretary

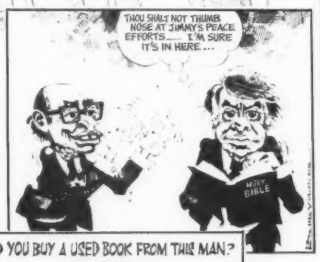
Religious News Service ..... RNS
43 W. 57th St., New York, N.Y. 10019
Telephone: (212) 688-7094
Lillian R. Block, Editor-in-Chief
Gerald Renner, Managing Editor
James Woodworth, Asst. Man. Editor
James Hansen, Photo Editor

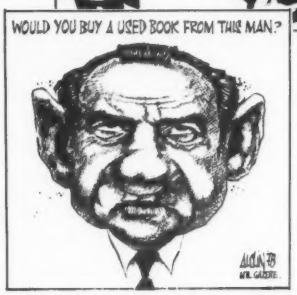
R-GAB Features ..... RGA
1324 N. 3rd St., St. Joseph, Mo. 64501
Telephone: (816) 279-9315
Gerald A. Bennett, President
Raymond Sanchez, Vice President
Bob Ballhasar, Sales Mgr.

Toronto Star Syndicate

One Yonge Street, Toronto, Ontario, M5E 1E6,

Canada's largest and most comprehensive news and features syndicate
- **Representation of leading international syndicates in Canada**
- **Syndication of features and specials from Canada's largest daily**
- **Special rights to book excerpts**
- **French language feature services**





Editorial Cartoons

Duncan Macpherson
Victor Roschkov
Aislin
The Byrds by Vance Rodewalt

General Features

Home of the Week
Cottage of the Week
Travel by Gerry Hall & George Bryant
Your Car by Ray Stapley

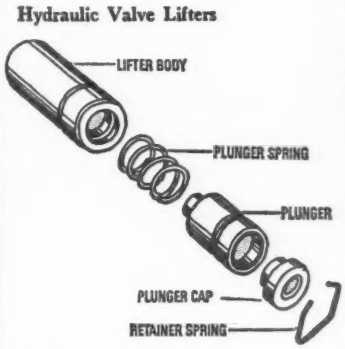
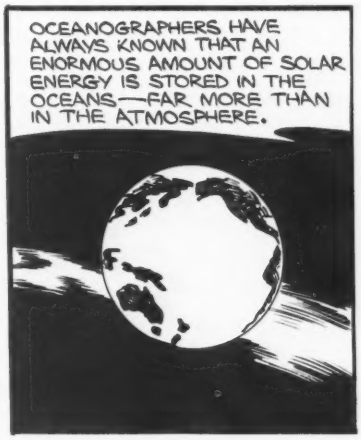


Diagram 8. *Exploded view of hydraulic valve lifter*

Sports Features

Hockey for Minors 20 part series, illustrated
A Child Learns to Swim 10 part series, illustrated
Inside Sports by Stan Fischler
Pro Tips 20 part golf series, illustrated

FRONTIERS OF SCIENCE



Kids' Stuff

Frontiers of Science 5tw, daily strip
Youth Clinic 2tw Q&A column, from readers to professional counselors
Starship 7tw riddles, puzzles, word games, poems

Insight News

Eurasia reports by Mark Gayn
Canadian-American affairs by Bogdan Kipling from Washington

Dorothy Bird (416) 367-2462
Peter Morris (416) 367-2463
Telex 06-23754

Quality services for

Field News Service

Incorporating the staffs of the Chicago Sun-Times, Newhouse News Service and the London Telegraph, Field News Service features a caliber of journalism that wins Pulitzer Prizes and earns top display in distinguished newspapers across the country.

The News Service is the irreverent satire of Mike Royko... Dean Reed's Washington savvy... columnists like Roger Simon, Dan Jedlicka and Joel Sleed... an investigative team that makes newswaves around the world.

What's more, Field News Service comes to you via the very latest in high-speed technology: AP DataFeature, UPI DataNews and the Sun-Times' own T.T.S. circuit.

Field News Service: performance plus delivery puts it first in its field.

Gallup Poll

From this year's congressional races right through to the first stirrings of the 1980 campaign, the Gallup Poll will be on the scene, testing public opinion as to the issues, the personalities and the results.

For over 40 years Gallup has given the most accurate accounts of what's on America's mind. And what Americans think is news! The kind of news that puts Gallup in the headlines of major papers across the country.

80 other leading features

Text Features

Business

Business Outlook
J. A. Livingston

Mr. Meltzer on Real Estate
Bernard C. Meltzer

Your Money's Worth
Sylvia Porter

Entertainment

Daytime Dial
Lynda Hirsch

Glad You Asked That!
Marilyn and Hy Gardner

It Happened Last Night
Earl Wilson

Rock Talk
Lisa Robinson

Fashion

Inside Fashion
Eugenia Sheppard

She
Eleanor Lambert

Tobe Says

Feature Page Columns

A Lovelier You
Mary Sue Miller

At Wit's End
Erma Bombeck

Shirley Lord
Star Tracking
Jeanne Avery

Your Family Decorator
Carleton Varney

For Children

Uncle Ray
Ramon Coffman

Young Hobby Club

Health

Food and Your Health
Dr. Fredrick Stare and Dr. Elizabeth Whalen

To Your Good Health
Dr. George C. Thosteson

Hobbies

Blue Kazoo
Clark Turner

Craft Patterns
Smith Studios

Indoor Gardening
Jane Adler

It's Your Landscape
George Creed

Lucille Rivers on Sewing
Pat's Pointers
Pat Trexler

Human Relations

Ann Landers
Heartline
Mike Musick

Labor

Inside Labor
Victor Riesel

Sports Features

Mark Trail's Outdoor Tips
Ed Dodd

Jimmy "The Greek" Snyder

Travel

Of All Places
Horace Sutton

Viewpoint

Bill Mauldin
Bob Greene
Strictly Personal
Sydney J. Harris

Washington and International Columns

Betty Beale's
Washington Letter
Inside Report
Rowland Evans and Robert Novak

News Focus
Charles Bartlett and Cord Meyer

Carl T. Rowan
Washington Insight
Joseph Kraft

newspapers worldwide

Synergy

A package of timely articles on lively topics with some of the most exciting bylines in the business. Writers like John D. MacDonald, Isaac Asimov and Robert Sherrill exploring subjects that inform, entertain and challenge your readers.

Synergy is also the cream of this year's book crop, with many of the titles coming to you straight from the best-seller list.

Synergy is also a feature program wrapped in an exciting promotional package of in-paper ads, radio spots, promotion and editorial ideas, plus a monthly Social Studies Newsletter for your newspaper-in-the-classroom program.

Synergy: it gives you more so your readers can get the most from your newspaper.

New Republic

Coming in mid-November, exciting selections from one of the most influential magazines in the country.

Such writers as John Osborne, Eliot Marshall, Tad Szulc, Woody Allen, Carl Sagan and 1978 Pulitzer winner Richard L. Strout... features like TRB from Washington, The Back of the Book and Washington Diarist... plus all the New Republic's great special issues... now available to newspapers.

The New Republic not only reports the news, it provides intelligent insights and commentary.

Comics and Cartoons

Comics— Daily and Sunday

Andy Capp — *Reggie Smythe*
Apartment 3-G — *Dr. N. P. Dallis and Alex Kotzky*
Asterix & Obelix — *Uderzo and Goscinny*
B.C. — *Johnny Hart*
Captain's Gig — *(VIP) Virgil Partch*
Crock — *Brant Parker, Bill Rechin and Don Wilder*
Fred Basset — *Alex Graham*
Freddy — *"Rupe" Baldwin*
Funky Winkerbean — *Tom Batiuk*
Judge Parker — *Dr. N. P. Dallis and Harold LeDoux*
Kerry Drake — *Alfred Andriola*
Mark Trail — *Ed Dodd and Tom Hill*
Mary Worth — *Allen and John Saunders and Ken Ernst*
Miss Peach — *Mell Lazarus*
Momma — *Mell Lazarus*
Rex Morgan, M.D. — *Dr. N. P. Dallis, Frank Edgington and Marvin Bradley*
Rivets — *George Sixta*
The Ryatts — *Jack Elrod*
Steve Canyon — *Milton Caniff*
Steve Roper and Mike Nomad — *Allen and John Saunders and Bill Overgard*
Tucker — *Joe Martin*
Wizard of Id — *Brant Parker and Johnny Hart*

Panel Cartoons

Belvedere — *George Crenshaw*
Big George — *(VIP) Virgil Partch*
Brother Juniper — *Fred McCarthy*
Calman — *Mel Calman*
Charmers — *Hallmark*
Dennis the Menace — *Hank Ketcham*
Grin and Bear It — *George Lichty and Fred Wagner*
Strictly Business — *Dale McFeatters*
The Girls — *Franklin Folger*
Word-A-Day — *Mickey Bach*

Cartoon Commentary

Dunagin's People — *Ralph Dunagin*
Jules Feiffer

Editorial Cartoons

John Fischetti
Herblock — *Herbert L. Block*
Bill Mauldin
Bill Sanders

For Children

Cappy Dick
Know How — *Peter Usborne*

Sports Cartoons

Time Out! — *Jeff Keate*

Field Newspaper Syndicate
401 North Wabash Avenue
Chicago, Illinois 60611
(312) 321-2795

DIRECTORY OF SYNDICATES

Richey-Bosch News/Feature Syndicate ..... RBN
P. O. Box 5212, Beaumont, Tex. 77706
Telephone: (713) 833-4579
Noyes Richey, Vice-Pres.
Patricia Bosch, Sec'y.-Treas.

Richmond, Norman ..... RIN
P.O. Box 6777, Sta. A, Toronto, Ontario Canada M5WIX5
Telephone: (416) 496-0521
Norman Richmond, Author

Dorothy Ricker ..... RIC
2521 Waltrous Ave., Tampa, Fla. 33609
Telephone: (813) 257-0241

Right to Work News Service ..... RTW
8316 Arlington Blvd., Fairfax, Va. 22038
Telephone: (703) 573-8550
Carter L. Clews, Editor

Rip Off Comics Syndicate ..... RIP
1250 17th Street, San Francisco, Calif. 94107
Telephone: (415) 863-5359
Fred Todd, Pres.
Gilbert Shelton, Editor
Robert Follett, Mgr.

Robbins & Associates ..... ROB
P. O. Box 760, Seattle, Wash. 98111
Telephone: (206) 623-8892
Lyman E. Robbins, Director

Rock/Pop Syndicate ..... RPT
P. O. Box 1233, 1745 S. 5th, Kankakee, Ill. 60901
Telephone: (815) 932-5789
James Riordan, Gen. Mgr.
Tom Siedentop, Office Mgr.
Denise Henderson, Circ. Mgr.

Rockmore Company, The ..... ROC
32 Orchard Hill Lane, Greenwich, Conn. 06830
Telephone: (203) 661-1143
Milton Rockmore, Pres.
S. M. Moss, Vice-Pres.

Roll Call Report ..... ROL
1061 National Press Bldg., Washington, D.C. 20045
Telephone: (202) 347-9330

Edith Kermit Roosevelt Syndicate ..... ROO
1661 Crescent Place, N.W. Washington, D.C. 20009
Telephone: (202) 387-3957
Edith Kermit Roosevelt, President

Roth Features, June ..... ROJ
1057 Oakland Court, Teaneck, N.J. 07666
Telephone: (21) 836-2218
June Roth, President

S

Sawyer Press Feature Syndicate ..... SAW
P.O. Box 46-578, Los Angeles, Calif. 90046
E. Matlen, Pres.

Schaaf, Miv. ..... SCH
686 W. California Blvd., Pasadena, Calif. 91105
Telephone: (213) 681-5353
Miv Schaaf, Owner

Seabreezes ..... SEA
#1 Easy St., Aptos, Calif. 95003
Telephone: (408) 688-2428
Lucile Aldrich, Author

Seven Arts/Worldwide News ..... SAF
165 W. 46th St., New York, N.Y. 10036
Telephone: (212) 247-3595
John Kayston, Pres.
Murray Zuckoff, Editor

John H. Shropshire & Associates ..... SHR
Sharpless Road, Landenberg, Pa. 19350
Telephone: (215) 274-8416
John H. Shropshire, Pres.
Barbara E. Shropshire, Vice Pres.

Sierra Features ..... SIE
P.O. Box 305, Roche Harbor, Wash. 98250
Telephone: (206) 378-4811
Donald H. Knudsen, President
Erik A. Thornberg, Feature Editor

B. H. Simon Syndicate ..... SIM
20 Old Mamaroneck Rd., White Plains, N.Y. 10605
Telephone: (914) 761-7868
B. H. Simon, Mgr.

SIRS Syndicate ..... SIR
P.O. Box 2507, Boca Raton, Fla. 33432
Telephone: (305) 392-2800
Eleanor Goldstein, Project Director
Martha Gladding, Editor
Seth Cagin, Film Editor

Smith Feature Service, Al ..... SM
Drake Road, Bomoseen, Vt. 05732
Al Smith, Owner
Dorothea J. Smith, Gen. Mgr.

BP Singer Features, Inc. ..... SBP
3164 W. Tyler Ave., Anaheim, Calif. 92801
Telephone: (714) 527-5650
Kurt Singer, Chrm. of Brd/Editorial Director
Jane Sherrod, Editor-in-Chief
Eldon Maynard, Acting President

Snappy Filler Service ..... SFS
610 Wataga Dr., Louisville, Ky. 40206
Telephone: (502) 896-6630
Carl E. Zimmerer, Exec. Editor
Sheldon S. Shafer, Asst. Editor

Soccer Associates—Jeffrey Lee Syndicate ..... SA
2 Holly Drive, New Rochelle, N.Y. 10801
Telephone: (914) Be 5-2347
Irma Ganz, Business Manager
Lee James, Editor
Jeff Miller, Editor

Soccer Communications, Inc. ..... SCI
116 Madison Ave., New York, N.Y. 10016
Telephone: (212) 686-6850

Sonstein "On Wines," Bill ..... SON
P.O. Box 11278, Elkins Park, Pa. 19117
Telephone: (215) 635-0876
Wm. Sonstein, Owner

Southern Cartoon Syndicate ..... SOU
3111 Dawson St., Sarasota, Fla 33579
Telephone: (813) 921-6200
J. R. "Sarge" O'Neill, President

Spadea Syndicate, Inc. ..... SPS
2 Bridge St., Milford, N.J. 08848
Telephone: (201) 995-2201
Katheryn K. LeVance, Pres.
Claire T. Fisher, Features Editor

Spadone, Frank G. ..... SPA
226 Linden Ave., Irvington, N.J. 07111
Telephone: (201) 375-5499
Frank G. Spadone, President

Specialty Features Syndicate ..... SPE
17255 Redford Ave., Detroit, Mich 48219
Telephone: (313) 533-1846
L. E. Crandall, Mgr.

Stamping Grounds ..... STA
25 E. Penn St., Long Beach, N.Y. 11561
Telephone: (516) 431-6697
Joe Zollman, Owner

Star Service Syndicate ..... STR
P.O. Box 15610, Fort Lauderdale, Fla. 33318
Telephone: (305) 472-8794
Robert D. Sloane, Manager

Star-Gazing ..... STG
2613 South 13th St., Council Bluffs, Iowa 51501
Telephone: (712) 328-0495
Robert E. Allen, Author

Mark Stevens Features ..... STE
172 Mill River Rd., Chappaqua, N.Y. 10514
Telephone: (914) 238-3569
Mark Stevens, President
Carol Stevens, Vice Pres.

Stock Market Graphic Features ..... STO
1114 W. T. Waggoner Bldg., Fort Worth, Tex. 76102
Telephone: (817) 335-5249
Charles E. Carden, Owner
Deborah Hatten, Chartographer

Suburban Features ..... SF
200 Park Ave., New York, N.Y. 10017
Telephone: (212) 557-5870
William C. Payette, Chairman
Robert Roy Metz, Pres. & Ch. Exec. Officer
Robert F. (Bob) Farnell, V.P. & Sales Mgr.
William A. Kennedy, Mgr., (2814 Caminito Cape Sabastian, Cardiff, Ca. 92007; Tel. (714) 753-1223)

Suburban Features, Inc. ..... SFI
Business: 2814 Cape Sebastian, Candiff, Ca. 92007
Telephone (714) 753-1223
Production: 1160 Rockville Pike, Rockville, Md. 20852
Telephone (301) 340-6036
William A. Kennedy, President (Both Offices)

Summer, Anita ..... SUM
619 Oakwood Ct., Westbury, N.Y. 11590
Telephone: (516) 333-4822
Anita Summer, Owner

Summit Press Syndicate ..... SMP
918 N. 4th, Milwaukee, Wisc. 53203
Telephone: (414) 276-6689
Patrick Reardon, Partner
Maureen Reardon, Partner
Mona Elson, Production Mgr.
Mary Walfoort, Special Projects Dir.

Sunstroke Productions Inc. ..... SPI
P.O. Box 8037, Coral Springs, Fla. 33065
Telephone: (305) 753-0159
Norman Elliot Kent, Pres.

Syndicated Features ..... SYN
2 Fairlake Lane, Grosse Pte. Shores, Mich. 48236
Telephone: (313) 886-5160
Jeannette A. Szulec, Pres.
Jerome Damian, Vice-Pres.
Ruth Kahn, Vice-Pres. Mktg.

T

Tagumi Features Syndicate ..... TAG
Box 275, El Cerrito, Calif. 94530
Telephone: (415) 527-7730
John C. Dvorak, Publisher
Vicki Dodson, Editor

Lillian Taylor ..... TAY
321 E. 43 St., New York, N.Y. 10017
Telephone: (212) 986-1177

Teenage Corner, Inc. ..... TEE
70-540 Gardenia Court, Rancho Mirage, Ca. 92270
Telephone: (714) 324-3744
David J. Lavin, President
Elinor R. Lavin, Vice President

Tel-Aire Publications, Inc. ..... TAP
2112 McKinney Ave., Dallas, Tex. 75201
Telephone: (214) 747-3589
David A. McGee, President
Terry V. Stepp, Gen. Mgr.
James G. Young, Sls. Mgr.

The Sandcastles Syndicate ..... SAN
1165 Tyler Ave., P.O. Box 1356, Newport News, Va. 23601
Telephone: (804) 595-0246
Gregg Curfman, Cartoonist
Aleta L. Banks, Sales Coordinator

The Skies Today ..... SKI
82 Carpenter Drive, West Hartford, Vt. 05084
Bailey R. Frank, Owner/Mgr.

Theme Song Enterprises ..... TSE
85 Shaw Rd., Belmont, Mass. 02178
Telephone: (617) 484-4769
Steven P. Freedman, President

Third World Features ..... TWF
Route 3-Box 192 D, Shelton, Wa. 98584
Qamar Hasnain, Man. Editor
Ghulam H. Hasnain, Representative

This Learning World ..... TLW
1203 Gardner, Ann Arbor, Mich. 48104
Telephone: (313) 769-0124
Richard Meisler, Writer

Thornton Features, Robert ..... THF
3110 N.E. 86th Ave., Portland, Ore. 97220
Telephone: (503) 252-6369
Robert F. Thornton, Author & Owner

Tiny Features, Inc. ..... TIN
646 Prospect Ave., Hartford, Conn. 06105
Telephone: (203) 523-9772
Arnold Kupper, President
Brinton T. Schorer, Jr., Vice Pres.

Tomorrow Press Group ..... TPG
2821 Coleridge Ave., Las Alamitos, Calif. 90720
Telephone: (213) 431-6266
Alan Winter, Exec. Editor
Alex Fannon, Nat'l. Affairs Ed.
Kelly Robinson, Assoc. Ed.

Toronto Star Syndicate ..... TSS
1 Yonge St., Toronto, Ont., M5E 1E6, Canada
Telephone: (416) 367-2461-2-3
James F. Cherrier, Mgr.
Peter E. Morris, Sales
Dorothy Bird, Sales

Toronto Sun Syndicate ..... SUN
333 King St. East, Toronto, Ont. M5A 3X5, Canada
Telephone: (416) 868-2184
John Landry, Director

Transworld Feature Syndicate, Inc. ..... TFS
141 E. 44th St., New York, N.Y. 10017
Telephone: (212) 986-1505
Elsa Zion, President
Mary T. Schilling, Foreign Syndicate Mgr.

Trans-World News Service ..... TWN
National Press Bldg. #767-529 14th St., N.W., Washington, D.C. 20045
Mail Address: P.O. Box 2801, Wash., D.C. 20013
Telephone: (202) 638-5568
Bernard B. Blazes, Pres.
Edward V. Rothkirch, Exec. Editor Emeritus
K. Nakatsukasa, Manager
William J. Halterman, Assoc. Ed.

Travel Features ..... TF
P.O. Box 26E, Los Angeles, Calif. 90026
Telephone: (213) 613-0935
Mary Comara, Owner

Traveler's World Syndicate, The ..... TTW
113 Magnolia Lane, East Hills, N.Y. 11577
Telephone: (516) 621-2494
Paul J. C. Friedlander, Prop./Columnist
Hilda H. Friedlander, Editor

TV Compulog Services Inc. ..... TVC
670 Franklin Ave., Nutley, N.J. 07110
Telephone: (201) 661-0700
210 North Pass, Burbank, Calif. 91505
Telephone: (213) 843-3323
John C. Charlton, Pres.
George J. Holzmacher, Vice-Pres.
Robert G. Emmett, Vice-Pres.

TV Data, Inc. ..... TVD
Quaker Village, Glen Falls, N.Y. 12801
Telephone: (518) 792-9914
William C. Payette, Chairman
Robert Roy Metz, President & Ch. Exec. Off.
James E. West, Executive Director

TV Watch, Inc. ..... TVW
3606 Marvin D. Love Freeway, Dallas, Tex. 75224
Telephone: (214) 375-2555
William C. Payette, Chairman
Robert Roy Metz, Pres. Ch. Exec. Officer
Clarence Stark, Executive Director

David S. Broder

David S. Broder

Winner of the Pulitzer Prize for distinguished commentary and one of the most influential political columnists in America. Now in 240 newspapers. Twice weekly.

Ellen Goodman

Ellen Goodman

The Boston Globe columnist takes a fresh, discerning look at contemporary issues, for editorial, family or lifestyle pages. Twice weekly.

George F. Will

George F. Will

The 1977 Pulitzer Prize winner for distinguished commentary. His twice-weekly columns are a regular feature in 280 newspapers.

Neal R. Peirce

The only national column addressing state and local issues. Now appearing in more than 100 newspapers. Weekly. With illustrations.

Neal R. Peirce

Tony Auth

The Pulitzer Prize-winning editorial cartoonist of the Philadelphia Inquirer who makes readers laugh even when it hurts. Four times weekly.

Tony Auth

Jane Bryant Quinn

Her Hancock Award-winning personal finance column is filled with down-to-earth advice for consumers and investors. Thrice weekly.

Jane Bryant Quinn

William Raspberry

William Raspberry

"The most respected black voice on any white U.S. newspaper," says *Time*. Twice-weekly column focuses on urban affairs and minority issues.

Joan Ryan

Joan Ryan

A sports column from a women's standpoint that attracts both male and female fans. Weekly, for weekend release.

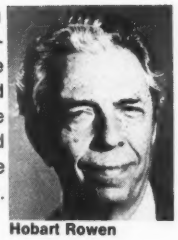
Charles B. Seib

Charles B. Seib

This veteran reporter and editor covers national media issues in his "News Business" column. Assures readers that the press is not afraid to criticize its own performance. Weekly.

Hobart Rowen

Economics correspondent of The Washington Post and 1978 winner of the Gerald Loeb award for his column. Twice weekly.


Hobart Rowen

Geoffrey Moss

One of America's outstanding illustrators. His stylish drawings perk up Sunday, editorial and Op Ed pages. Ten "Mossprints" each month.

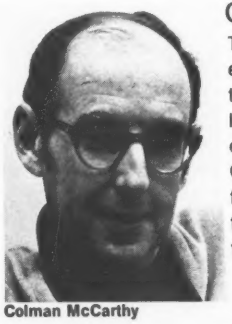
Geoffrey Moss

Book World

Daily book reviews, plus special features from The Washington Post's Sunday Book World Section. Edited by Pulitzer Prize winner William McPherson. Serviced weekly.

Book World

Recognized bylines that build readership


Colman McCarthy

Colman McCarthy

This popular Post editorial writer and essayist now begins (Sept. 3, 1978) a twice-weekly column—one with a liberal thrust—that will stimulate, entertain and enlighten. Dr. Robert Coles calls McCarthy's writing "clarifying, both morally instructive and factually sound—in sum, an educational experience for the reader."

For rates and availability on any feature, call collect, or write to William B. Dickinson, Jr., The Washington Post Writers Group, Washington, D.C. 20071. (202) 223-5177; after Aug. 26, 1978, call (202) 334-6377.

The Washington Post Writers Group

A syndicated service from The Washington Post

Besides THE BORN LOSER, BERRY'S WORLD and DR. LAMB, what's so great about NEA?

ANGLE/WALTERS, FRANK AND ERNEST, TOM TIEDE, DICK KLEINER, OSWALD JACOBY...

THE COMPLETE NEA DAILY SERVICE INCLUDES:

COMICS

ALLEY OOP by Dave Graue
BORN LOSER by Art Sansom
BUGS BUNNY by Heimdahl & Stoffel
CAPTAIN EASY by Crooks & Lawrence
EEK & MEEK by Howie Schneider
FRANK & ERNEST by Bob Thaves
FUNNY BUSINESS by Roger Bollen
OUR BOARDING HOUSE by Les Carroll
PRISCILLA'S POP by Ed Sullivan
SHORT RIBS by Frank Hill
SIDE GLANCES by Gill Fox
WINTHROP by Dick Cavalli
ZOONIES by Craig Leggett

EDITORIAL PAGE

ANGLE/WALTERS - Washington reporting (6w)
BERRY'S WORLD - cartoon commentary (6w)
DON GRAFF - editorial commentary (4w)
GRONDAHL - editorial cartoon (3w)
HULME - editorial cartoon (3w)
SCRAWLS - editorial cartoon (2w)

NEWS FEATURES

ASK MURRAY OLDERMAN - sports (1w)
BARBS - humorous thoughts (6w)
MINI-SERIES - 13-week informative series (1w)
MURRAY OLDERMAN - newsfeatures (1w)
NEWSFEATURES - staff (occ)
OP ED FEATURES (occ)
QUOTE/UNQUOTE - recent quotes (1w)
SHORTS/CLOSERS (1w)
THE U.S. AND YOU by Wm. Steif - benefits (1w)
THOUGHTS - inspiring thoughts (7w)
TOM TIEDE - hardhitting features (3w)
WORLD ALMANAC Q&A - from the Book of Facts (6w)

LIVELY ARTS

ASK DICK KLEINER - show business Q&A (1w)
DICK KLEINER - show business (2w)
FILMETER - capsule movie reviews (1w)
NORMAN NADEL - the arts (1w)

LIFESTYLES

AILEEN CLAIRE - food for Americans (3w)
AILEEN CLAIRE - wine for Americans (1w)
ABOUT BOOKS - capsule book reviews (1w)
ASTROGRAPH by Bernice Bede Osol - horoscope (7w)
CB CONVAC - citizens band radio (1w)
DAILY CROSSWORD PUZZLE (6w)
DR. LAWRENCE LAMB - health advice (7w)
ELLIE GROSSMAN - fashion (1w)
ELLIE GROSSMAN - living (1w)
FASHION & BEAUTY TIPS - useful hints (1w)
GAYNOR MADDOX - nutrition (1w)
GROWING OLDER - retirement (1w)
IN AMERICA - features from around the U.S. (occ)
KAREN BLAKER, Ph.D - psychological advice (3w)
MR. FIX IT - handyman hints (1w)
OSWALD JACOBY/ALAN SONTAG - bridge (6w)
POLLY'S POINTERS - household hints (5w)
REV. ROBERT SCHULLER - inspiration (6w)
ROSETTE HARGROVE - Paris scene (occ)
SOUNDS - music (1w)
STITCHIN' TIME - creative clothing (1w)
THE PEOPLE PAGE - names in the news (2w)
WHAT AMERICANS ARE READING - best-read list (1w)
WHAT'S UP - interesting lists (1w)
YOUNG ORIGINALS - high-fashion pattern (1w)

READER SERVICE

Series with accompanying books (occ)

GRAPHICS PLUS

maps, charts, illustrations, caricatures, News-In-Color preparedness separations, weather brighteners, holiday preparedness, Major Hoople's Football Forecast

ENTERPRISE FEATURES

The following Sunday comic features are available to complement the NEA Daily Service: Alley Oop, Born Loser, Bugs Bunny, Captain Easy, Eek & Meek, Frank & Ernest, Our Boarding House, Priscilla's Pop, Short Ribs, Winthrop, Polly's Pointers/Patterns, This Week In Astrology, Carnival.

WHAT ELSE IS GREAT?

The NEA Service is available any way you want it: camera-ready, scanner (Perry or Courier 12), tape, UPI DataNews, AP DataFeature.

DON'T THINK OF NEA AS A FEATURE SERVICE. THINK OF NEA AS A QUALITY FEATURE SERVICE.

NEA

NEWSPAPER ENTERPRISE ASSOCIATION, 200 PARK AVENUE, NEW YORK, N.Y. 10017 (212) 557-5870

DIRECTORY OF SYNDICATES

Two Minute Mystery Series ..... **TM**
P.O. Box 430039, South Miami, Fla. 33143
Donald J. Sobol, President

U

U-B Newspaper Syndicate ..... **UB**
15233 Stagg St., Van Nuys, Calif. 91409
Telephone: (213) 785-6368
Tom Niekarz, Editor
Ron Smith, Man. Editor
Steve Elkingson, Columnist

United Feature Syndicate ..... **UFS**
200 Park Ave., New York, N.Y. 10017
Telephone: (212) 557-2333
William C. Payette, Chairman
Robert Roy Metz, Pres. & Ch. Exec. Off.
Sidney Goldberg, V.P. & Managing Editor
William H. Ravenscroft, Senior V.P., Licensing
Peter S. Willett, V.P. & General Manager
John J. Carroll, V.P., Sales
Lewis A. Little, V.P., Editorial Development
Roberta A. Miller, Comic Art. Managing Editor

United Overseas Press ..... **UOP**
663 Fifth Ave., New York, N.Y. 10022
Telephone: (212) MU 7-6865
Mrs. Liselle Brent, Mgr.
M. de Valle, Ass't Mgr.

United Press International ..... **UPI**
220 E. 42nd St., New York, N.Y. 10017
Telephone: (212) 682-0400
Roderick W. Beaton, President & Chief Exec. Officer
Robert E. Page, Vice Pres., Gen. Mgr.
H. L. Stevenson, Vice Pres., Editor-in-Chief

United Press International Newspicture ..... **UPIN**
220 E. 42nd St., New York, N.Y. 10017
Telephone: (212) 682-0400
Roderick W. Beaton, President
F. W. Lyon, Vice President
E. T. Majeski, Executive Picture Editor
Larry De Santis, Managing Editor
Robert Schnitzlein, Foreign News Picture Editor

Universal Press Syndicate ..... **UNP**
6700 Squibb Road, Mission, Kans. 66202
Telephone: (913) 362-1523
John P. McMeel, President/National Sales Director
James F. Andrews, Editor/Executive Vice President
Thomas N. Thornton, Vice President
Lee Salem, Man. Editor
Thomas Drape, Asst. to the Editor
Ajan McDermott, Asst. Editor
Martha Vyhanek, Controller
Lou Lauth, Jr., Dir. of Prod.
Sally Morriss/Rosalyn Fisher, Customer Service
John Somerville, Asst. Vice-Pres./Sales
Bob Duffy, Sales Mgr., Central Division
Ron Mendell, Sales Representative
Priscilla Felton, Asst. Vice Pres & Dir. of Western Operations

University of Iowa H/S News Service ..... **UNI**
700 Jefferson Bldg., Iowa City, Ia. 52240
Telephone: (319) 353-3150
Kay Brown, Editor
Charlie Drum, Assoc. Ed.
Gary Galluzzo, Assoc. Ed.

U.S.A. Syndicate ..... **USA**
530 East 72 St., New York, N.Y. 10021
Telephone: (212) 535-4830
Mrs. Alice Widener, Pres.

V

VIP Medical Grapevine ..... **VMG**
161 Nasa Circle, Round Lake, Ill. 60073
Telephone: (312) 546-6557
Ruth Nathan Anderson, Owner/Author

W

Wadler, S. Leonard (Mark Twain Syndicate) ..... **WAD**
78 Cranbury Rd., Westport, Conn. 06880
Telephone: (212) 724-0014
S. Leonard Wadler, Owner/Author

Wagner Syndicate, Philip ..... **WAG**
Box 38, Riderwood, Md. 21139
Telephone: (301) 823-4624
Philip Wagner, Proprietor

Wagner International Photos, Inc. ..... **WIP**
Time & Life Bldg., Rockefeller Center, New York, N.Y. 10020
Telephone: (212) 246-9470
Gary Wagner, Pres.
Syd E. Bandes, Vice Pres.
Michel LeGrow, Chief Photographer

Ward & Sons, Inc. ..... **WAR**
115 Pheasant Rd., P.O. Box 2941, Spartanburg, S.C. 29304
Telephone: (803) 583-6028
E. C. Marzo, Pres.
Helen B. Marzo, V.P.
Edward C. Marzo, Treas.

Washington Post Writers Group ..... **WPW**
1150 Fifteenth St. N.W. Washington, D.C. 20071
Telephone: (202) 223-5177
William B. Dickenson, Jr., Gen. Mgr/Editorial Dir.
Anna Karavangelos, Associate Editor

Washington Star Syndicate, Inc. ..... **WSS**
444 Madison Ave., New York, N.Y. 10022
Telephone: (212) 355-7137
Harry E. Elmlark, President

Weiss Philatelic-Numismatic Features ..... **WEI**
16000 Terrace Rd., (#208), Cleveland, O. 44112
Telephone: (216) 451-3331
Julius Weiss, Editor

White Productions, Leo ..... **WHI**
168 Strasser Ave., Westwood, Mass. 02090
Telephone (617) 326-9240
Leo White, President
Mary V. White, Editor
Paul Higgins, V.P. Sales

Williams Newspaper Feature Syndicate, Inc. ..... **WIL**
1927A Swanson Drive, (P.O. Box 8005),
Charlottesville, Va. 22906
Telephone: (804) 293-4709
G. Walton Lindsay, President

Wilson Features ..... **WLS**
P.O. Box 369, Marysville, O. 43040
Telephone: (513) 644-6366
Rick Wilson, Pres.
Cheryl Wilson, Editor
Steve Strong, Sales Director

Wilson's Western Humor ..... **WWH**
Box 42, Casper, Wyo. 82602
Telephone: (307) 234-1034
J. J. Wilson, President

Winetaster's Choice ..... **WTC**
108-11 Queens Blvd., Forest Hills, N.Y. 11375
Telephone: (212) 268-9104
Harold Bearak, Columnist
Sherri Kerman, Editorial Asst.

Women Poll ..... **WMP**
Parke Town East, 2200 Benjamin Franklin Pkwy.
Philadelphia, Pa. 19130
Telephone: (215) 567-7556
Irvin Penner, President
Lawrence H. Zisman, Executive Director
Cynthia Penner, Associate Director

Women's Wear Daily Syndicate .....
See Fairchild Syndication Service

Women's News Service ..... **WNS**
200 Park Ave., New York, N.Y. 10017
Telephone: (212) 557-2333
William C. Payette, Chairman
Robert Roy Metz, Pres. & Ch. Exec. Off.
Sidney Goldberg, V.P., & Executive Editor
William H. Ravenscroft, Senior V.P., Licensing
Peter S. Willett, V.P., & General Manager
John J. Carroll, V.P., Sales
Lewis A. Little, V.P., Editorial Development

World News Syndicate, Ltd. ..... **WOR**
6223 Selma Ave. (P.O. Box 449), Hollywood, Calif. 90028
Telephone: (213) 467-7024/469-2333

William C. Lane, Publisher/Editor
Paul G. Gardner, Man. Ed.
Nancy Lane, Associate Editor

World Union Press ..... **WUP**
507 Fifth Ave., New York, N.Y. 10017
Telephone: (212) 688-7557
UN Bureau, Room 373, Press Section, UN, N.Y.
Telephone: (212) PL 4-1234 (X2292)
David Horowitz, Editor-in-Chief
DR. M. I. Solomon,Asso. Editor
Wolf Pasmanik, Asso. Editor

World West Features ..... **WWF**
P.O. Box 314, Elk Grove, Calif. 95624
Telephone: (916) 685-9378
Grace Hugo, Pres.

Y

Yoakum Features ..... **YKM**
Reservoir Road, Lakeville, Conn. 06039
Telephone: (203) 435-2549
Robert Yoakum, Pres./Editor
Bonnie Hunter, V.P./Bus. Mgr.

Young Productions Limited ..... **YPL**
15920 Prospect Crescent, White Rock, B.C., Canada,V4B 2C5
Telephone: (604)536-8033
R. A. Power, Pres.
Elsie E. Power, Secy.

Your Fashion Image ..... **YFI**
30 W. 54 St., New York, N.Y. 10019
Telephone: (212) C17-7300
Charlotte Wilkinson, Editor

Youth Research Institute ..... **YOU**
404 East 55th St., New York, N.Y. 10022
Telephone: (212) 752-3489
Lester Rand, Pres.
S. J. Michelson, Vice Pres.
Robert Williams, Vice Pres.

SYNDICATE NAME CODE

ADL—Adler Associates Syndicated Features
AF—Allied Feature Syndicate
AFI—Adeptus Features, Inc.
AIM—Accuracy In Media, Inc.
ALA—ALA Press Service
ALB—Alburn Bureau
ALD—Alderson Enterprises
ALX—Alexander's Local Cartoon Syndicate
AMF—Amusement Features Syndicate
AMW—American Way Features, Inc.
AND—Pat Anderson Features
APN—The Associated Press-AP Newsfeatures
AR—Arcadia Feature Syndicate
ARL—Arlem Productions
ARM—Army Times Syndicate
ARP—American Association of Retired Persons
ART—Artists and Writers Syndicate
ARU—Arthur's
ASC—Sidney Archer Syndicate
ASI—American Syndicate, Inc.
ASK—Ask Aunt Madge
AST—Astro-Int' Syndicate
AU—Auto News Syndicate
AUT—Automotive Features
AVA—Avalon Features Syndicate
AWP—Atlas World Press Review
BA—Bascome Syndicate
BAL—Danney Ball Productions
BAP—Baptist Press
BAR—Gary P. Baranik
BAS—Buddy Basch Feature Syndicate
BAU—Baughman Syndicate
BCF—Basic Chess Features
BEA—Beaudoin Syndicate
BEL—Belmont Associates
BET—Betancourt, Advertising & Art
BOM—Bomac Batton Ltd. Syndicate Department
BOR—Doug & Jean Borgstedt
BOU—Madame L. Bouchard
BPL—Business Publication Service
BPS—Black Press Service, Inc.
BRI—Arthur Brickman Associates
BRK—Brooks Publishing Corp.
BUS—Business Wire
CAI—Communication Aids International
CAN—Cannon Features
CAP—Capitol News Service
CAM—Cartoonmix
CAR—Dan Carlinsky Features
CAS—Castle Communications, Inc.
CBN—Courses by Newspaper
CCA—Community Club Awards, Inc.
CCM—Creative Communications
CEN—Common Cents
CF—Columbia Features, Inc.
CFS—Cronin Feature Syndicating, Inc.
CHA—Gerard Chapman
CHE—Chesstours
CHR—Chronicle Features
CIN—Cineman Syndicate
CLI—The Cricket Letter, Inc.
CNI—Consumer News Inc.
CNS—Copley News Service
COA—Nonnee Coan
COC—The Comedy Center, Inc.
COE—Cole Associates
COI—Coinversations
COM—Computer Picks
COS—Mary Ellen Corbett Syndicate
COW—Cowpokes
CQ—Congressional Quarterly, Inc.
CRO—Crown Syndicate, Inc.
CRU—Crump Media Syndicate
CSP—Community and Suburban Press Service
CTN—Chicago Tribune-New York News Syndicate, Inc
CUL—The Culinary Corner
CWF—Canada Wide Feature Service Limited
CWS—Cartoonists & Writers Syndicate
DAC—Dacey Publications
DAN—Dany News Service
DAR—Darnell Sports Features
DDS—Doubleday Syndicate
DET—Detjen Philatelic News Service
DFS—Dickson Feature Service
DIA—Nina Diamond
DIC—Dickinson Newspaper Services, Inc.
DIS—Dispatch News Service
DPR—Dear Publication & Radio, Inc.
DPS—Du Pré Syndicate
DRO—Marc Drogin Columns
DSR—Dunkel Sports Research Service
DTE—Down to Earth Gardening Features
DUN—Dunning Features
ECS—Editorial Consultant Service
EDC—Editors Copy Syndicate
EDM—The Edman Co.
EDP—Editors Press Service
EDR—Editorial Research Reports
EES—Editorial Enterprises Syndicate
EF—Enterprise Features
ENG—S. & D. English
ENR—Energy Report-Southwest

55 YEARS IN THE FEATURES BUSINESS AND BETTER THAN EVER.

TEXT FEATURES

HOLMES ALEXANDER comments on the Washington scene from the conservative side (4 days)

IT'S YOUR LIFE and The Christophers ask you to live it five days a week

URI GELLER, the man who put the psychic in phenomena (Weekend)

JOHN KEASLER belongs in your paper with his humor column (4 days)

POTOMAC ETHICS by Lester Kinsolving. Controversial Washington commentator (2 days)

INSIDE RELIGION by the Rev. Lester Kinsolving. A specialist in the politics of religion (1 a week)

HEY DOC! by Dr. A.J. Palmaccio, Jr. Just what the doctor ordered for America's fastest growing, fitness conscious group: leisure time athletes (1 a week)

CARROLL RIGHTER, the astrologer's astrologer (7 days a week)

LOUIS RUKEYSER arrests your interest with a perennial subject: Money. (3 days a week)

STOP KILLING YOURSELF. Dr. Peter J. Steincrohn writes the plain truth about health and happiness (5 days)

CAPITAL FARE. Andrew Tully lifts the lid on the Capital and hits like a jackhammer (4 days)

PANELS

ED FISCHER, editorial cartoons on a world of subjects (5 days)

GRAFFITI. One-column one-liners. Funny, witty, graphic. Worth its weight in space (6 days a week)

HEATHCLIFF by George Gately. The cat that walked his way into the hearts of millions (Daily and Sunday)

SCRAM-LETS by Clay Pollan. Word puzzle fun for the whole family (7 days)

STARGAZER by Clay Pollan. Charming astrological messages (7 days)

THIS FUNNY WORLD. First-rate humor from first-rate professionals (6 days)

SPORTS QUIZ by Dick and Don Wright. One-column panel featuring authentic sports questions and answers with vivid illustrations (5 a week)

CARTOONS AND CARICATURES by Dick Wright. In-depth editorial cartoons and masterful caricatures. More than 300 caricatures of leading world figures available to client papers.

STRIPS AND PAGES

JOE PALOOKA by Tony DiPreta (Daily)

THE JACKSON TWINS by Dick Brooks (Daily)

THE FLINTSTONES by Hanna-Barbera (Daily and Sunday)

YOGI BEAR by Hanna Barbera (Sunday)

MUTT AND JEFF by Al Smith (Daily and Sunday)

(Camera-ready, AP and UPI wire service available.)

McNaught makes it happen

60 East 42nd St., New York, N.Y. 10017 (212) 682-8787

SYNDICATE NAME CODE

EPS—Exclusive Press Syndicate
ERI—Eridani Foundation
ERS—Editors Release Service
FA—Fairchild Syndicate, The
FAC—Facing South
FAM—Family Features
FAS—Fashion 'n Figure
FEA—Feature News Service
FNI—Flagler & Nelson, Inc.
FNS—Field Newspaper Syndicate
FRY—Frye Syndicate
FS—Fashion Sense
FSF—Four Star Features
FUS—Families Under Stress
GAR—Garrett Enterprises, Inc.
GEL—Gelman Feature Syndicate
GER—Geraventure Corp.
GG—Golden Gate Features
GHR—Gahagan Research
GIN—Theodore M. Ginsburg
GLA—Glasserfied Directory
GLS—Globe Syndicate
GNB—Graphic News Bureau
GNS—Gannett News Service
GOJ—Henry Gaines Goodman, Jr.
GPL—Geiser Productions, Ltd.
GRA—David Graham Associates
GRF—Bill Griffith-Reporter
GRI—J. Griswold
GRM—Walter Gormly
GRN—Harvey Greenfield
GSM—GSM News Service/Garden State Media Inc.
GWN—Dave Goodwin & Associates
HAA—Harris & Associates Publishing Division
HAC—Harper Communications
HAR—Harvard Features Syndicate
HC—Harriet Carlson Newspaper Syndicate
HEI—Heins Publications
HEL—Ray Helle Features
HEM—The Hempstone Syndicate
HEN—Henrikson Illinois Cartoon Service
HFF—Bob Harmon Football Forecast, The
HI—Homing In
HIB—Highway Book Shop
HIS—Hollywood Inside Syndicate
HOF—Home Features
HOM—Home-O-Graph Co.
HOW—Howard Global Syndicate
HPR—Houston Press Syndicate
HPS—Hopkins Syndicate, Inc., The

HRS—Hollywood Reporter Syndicate
HTF—Home Town Flavor
IMTS—International Medical Tribune Syndicate
INF—International Features, Inc.
IND—Indelible Ink Works
IMN—Intermedia News and Feature Service
INO—Interocean Press Syndicate
INP—Interlude Productions
INT—Interstate Publishers
INW—International Writers Service
IPS—Inter-Continental Press Syndicate
ITP—Interpress of London & New York
JAN—Jandon Features
JDL—JDL Features
JEB—Joe E. Buresch
JHJ—The JHJ Newspaper Syndicate
JPS—Journal Press Syndicate
JTA—Jewish Telegraphic Agency, Inc.
KAR—R. Randolph Karch
KEA—Keister Advertising Service
KFS—King Features Syndicate
KID—Kids' Corner
KIS—Kisses, Inc.
KNF—Knowledge News & Feature Syndicate
KNT—Knight News Wire
KON—Konipo-704
KSS—Kitchen Sampler
LAT—Los Angeles Times Syndicate
LAW—Law Education Institute
LEF—Mike LeFan Features
LEG—Legal Briefs Associates
LEP—Le-Pac Features Syndicate
LES—Lester Syndicate
LEV—Samuel P. Levine
LLS—Lydia Lane Syndicate
LNI—Liberty News International
LTWP—Los Angeles Times/Washington Post News Service
LUD—George O. Ludcke
LUI—Lui Associates
LUT—Lutheran Church In America, Dept. of Press, Radio & TV
LYN—Richard Lynn Enterprises
MAL—Mallard East Enterprises
MAN—Manson Western Syndicate
MAR—M. W. Martin
MAT—Marie Mattson
MCF—Mid Continent Feature Syndicate
MCM—Michael J. McManus
MCN—McNaught Syndicate, Inc.
MEI—Dona Z. Meilach Features
MER—Merrell Enterprises
MEY—Norman Meyers Associates
MFS—Minority Features Syndicate, Inc.
MHS—MHS Features
MIA—Miami Herald Syndicate
MIK—Randy Mink, Travel Writer
MIL—Miller Services, Ltd.
MIT—Phyllis Mitchell Christian Features, Inc.
MLN—Miller News Service
MLR—Richard A. Miller
MLS—Patsy Milligan Syndicate
MM—Minute Message
MMP—Mountain Moments Publications
MNC—Moon Communications
MNF—Monitor News and Feature Service
MNS—Miko's Pacific News Service
MOG—Morgan Associates, Newspictures
MOR—Mark Morgan Inc.
MOS—Mort Olshan Sports Features
MRT—Stan Meritakis
MSC—MSC, Inc.
MUR—Murtin-Harris Syndicate
NANA—North American Newspaper Alliance
NCF—National Catholic News Service
NEA—Newspaper Enterprise Association
NEW—New York Today, Inc.
NFS—National Features Syndicate
NGC—The Name Game Co., Inc.
NGS—National Geographic Society News Service
NIES—Newsweek International Editorial Service
NMD—NMD Features
NPS—News Portraits Syndicate
NRS—News Research Service
NUM—Numismatic Information Service
NWR—The News World Syndicate
NWS—News Associates
NYT—The New York Times Syndication Sales Corp.-Special Features
NYT-NS—New York Times News Service
NYT-P—NYT Pictures
OPS—Oceanic Press Service
PAG—Page Publishers
PAU—J. S. Paul
PAY—Sanford C. Payne, Jr.
PCC—Photo Communications Co., Inc.
PCF—Press-Craft Features
PET—Pet Parade, The
PF—Phoenix Features
PFB—Publishers Financial Bureau

PFI—Photo Features International
PJC—Providence Journal Co.
PIO—Pioneer Press Service
PLY—Plympton
POS—Jack Posner
PRA—Press Associates, Inc.
PRE—Premiere Features International
PRB—Press-Radio Bible Service, Inc.
PRI—Princeton Features
PTF—Partime Features
PUN—Phil E. Pierce
PWF—Press Wire Services/Press Wire Feature Services
PYL—Dolores Pyle
QUF—Quiz Features
RAY—Ray Thoughts
RBN—Richey-Bosch News Feature/Syndicate
RCR—D. K. Record Reviews
REF—Real Estate Feature Services
REH—Charles Rehns
REL—Religious Drawings, Inc.
RER—Real Estate Research Institute
RGA—R-GAB Features
RHC—Real Estate House Calls
RIC—Dorothy Ricker
RIN—Norman Richmond
RIP—Rip Off Comics Syndicate
RJR—Ronald J. Reichart
RNS—Religious News Service
ROB—Robbins & Associates
ROC—The Rockmore Company
ROJ—June Roth Features
ROL—Roll Call Report
ROO—Edith Kermit Roosevelt Syndicate
RPT—Rock/Pop Syndicate
RTS—The Register and Tribune Syndicate Inc.
RTW—Right to Work News Service
SA—Soccer Associates and Jeffrey Lee Syndicate
SAF—Seven Arts/Worldwide News
SAN—The Sandcastles Syndicate
SAW—Sawyer Press Feature Syndicate
SBP—BP Singer Features, Inc.
SCH—Miv Schaaf
SCI—Soccer Communications, Inc.
SEA—Seabreezes
SF—Suburban Features
SFI—Suburban Features, Inc.
SFS—Snappy Filler Service
SHR—John H. Shropshire & Associates
SIE—Sierra Features
SIM—B. H. Simon Syndicate
SIR—SIRS Syndicate
SKI—The Skies Today
SM—Al Smith Feature Service
SMP—Summit Press Syndicate
SON—William Sonstein
SOU—Southern Cartoon Syndicate
SPA—F. G. Spadone
SPE—Specialty Features Syndicate
SPI—Sunstroke Productions, Inc.
SPS—Spadea Syndicate, Inc.
STA—Stamping Grounds
STE—Mark Stevens Features
STG—Star-Gazing
STO—Stock Market Graphic Features
STR—Star Service Syndicate
SUM—Anita Summer
SUN—Toronto Sun Syndicate
TAG—Tagumi Features Syndicate
TAP—Tel Aire Publications, Inc.
TAY—Lillian Taylor
TEE—Teenage Corner, Inc.
TF—Travel Features
TFS—Transworld Feature Syndicate, Inc.
TGT—The Green Thumb
THF—Robert Thornton Features
THG—The Hampshire Group
TIN—Tiny Features, Inc.
TLW—This Learning World
TM—Two Minute Mystery Series
TPG—Tomorrow Press Group
TSE—Theme Song Enterprises
TSS—Toronto Star Syndicate
TTW—Traveler's World Syndicate The
TVC—TV Compulog Services, Inc.
TVD—TV Data
TVW—TV Watch, Inc.
TWF—Third World Features
TWN—Trans-World News Service
UB—U-B Newspaper Syndicate
UFS—United Features Syndicate
UNI—University of Iowa H/S News Service
UNP—Universal Press Syndicate
UOP—United Overseas Press
UPI—United Press International
UPIN—United Press International Newspictures
USA—U.S.A. Syndicate
VMG—VIP Medical Grapevine
WAD—S. Leonard Wadler (Mark Twain Syndicate)
WAG—Philip Wagner Syndicate
WAR—Ward & Sons, Inc.
WEI—Weiss Philatelic-Numismatic Features
WHI—Leo White Productions, Inc.
WIL—Williams Newspaper Features Syndicate, Inc.
WIP—Wagner International Photos, Inc.
WLS—Wilson Features
WMP—Women Poll
WNS—Women's News Service
WOR—World News Syndicate, Ltd.
WPW—Washington Post Writers Group
WSS—Washinton Star Syndicate, Inc.
WTC—Winetaster's Choice
WUP—World Union Press
WWF—World West Features
WWH—Wilson's Western Humor
YFI—Your Fashion Image
YKM—Yoakum Features
YOU—Youth Research Institute
YPL—Young Productions Limited

SUBURBAN FEATURES

The Quality Package For Your Weekly Newspaper

For less than the cost of a subscription to most magazines you can enjoy the advantages of the SUBURBAN FEATURES package.

Features cover the full range of reader interest from weight-watching to celebrity watching...from puzzles to comics...and from horoscopes to editorial cartoons.

SUBURBAN FEATURES has it all.

For full information and rates call BILL KENNEDY collect (714) 753-1223.

SUBURBAN FEATURES

A division of Newspaper Enterprise Association

2814 Caminito Cape Sebastian
Cardiff, Cal. 92007

ONE-LINING SPORTS

By Le Pacini

A weekly 75 words of wit on the current sports scene by the Don Rickles of the sports world

Send for samples

LE-PAC Features Syndicate

65 Cresta Vista Drive
San Francisco, CA 94127

Examine our new features for '78.

Each is unique. **Rod Mann** has no peer. **Dick Guindon** alone finds his humor in today's America, not in a quaint, dated facsimile. **Zumwalt and Bagley** write with unchallenged authority. And **The Family Doctor** raises the medical feature to a level of interest and utility never before achieved.

One is perfect for you.

Los Angeles Times

SYNDICATE

TIMES MIRROR SQUARE • LOS ANGELES, CALIFORNIA 90053 • (213) 972-5000
NATIONAL TOLL FREE (800) 421-8603 • CALIFORNIA TOLL FREE (800) 252-0664

J. Willard Colston, President

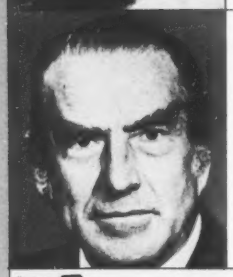
Dan Byrne, Editor

Guindon

Richard Guindon is the freshest comic talent to reach syndication in a decade. His six-times-a-week panel of gentle satire targets everyone—and everyone laughs. Guindon's cartoons have crowded diet reminders off refrigerator doors in Minneapolis where he has been doing his cartoon in the Tribune for four years.

RODERICK MANN

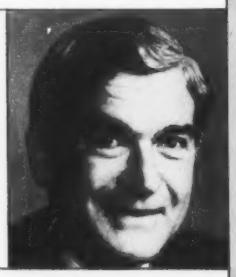
Everyone knows that Cary Grant doesn't give interviews to anyone. Anyone, that is, except Rod Mann, probably the most respected chronicler of the film famous in the world. Formerly with the London Daily Express, he is now three times a week with the Los Angeles Times Syndicate.



THE ZUMWALT/BAGLEY REPORT

☆☆☆☆ ☆☆☆☆

Retired Admirals Elmo R. Zumwalt and Worth H. Bagley are writing the most informed and informative column on military and international affairs available. Until they retired, these men were among a handful of senior military leaders charged with the ultimate responsibility for America's defense. Their expertise is unquestioned.



The Family Doctor

BY LASSE HESSEL, M.D.

There's nothing like it in syndication. This six-times-weekly strip graphically but tastefully illustrates the causes and treatment of all the ills flesh is heir to. Written by a Danish M.D., every line and sequence is checked by an American physician. The Family Doctor is new to the U.S., but it's already a runaway success in Europe.

Build and hold readership with books.

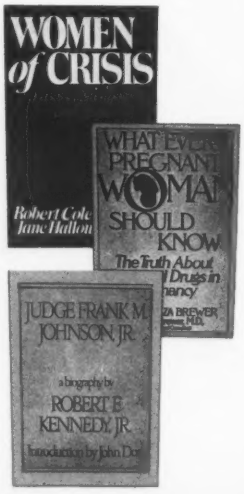
Ask any editor in stiff competition: books develop instant circulation gains. A carefully planned and well-promoted program of book serializations holds those gains.

The Los Angeles Times Syndicate has embarked on an aggressive program of book acquisitions toward a goal of offering one book serialization a week in 1978 and 1979.

Already we have done books like **Travolta!** by Michael Reeves, which we serialized before it went on sale in bookstores, and **In Search of Enemies,** John Stockwell's provocative account of his experience as the CIA's task force chief in Angola. Other serializations include Robert and Jane Coles' stunning study of **Women in Crisis,** which is under contract for a major television network series, Robert F. Kennedy, Jr.'s first book, a biography of **Judge Frank M. Johnson, Jr.,** and **What Every Pregnant Woman Should Know,** which calls dramatic attention to the dangerous advice on nutrition that pregnant American women receive.

Here are the criteria by which the Los Angeles Times Syndicate selects books (and one-shot articles and series) for syndication: *The book or article must have a strong news peg, high impact and broad appeal and it must be something that most newspapers cannot readily produce themselves.*

Think about books this year. Then call the Los Angeles Times Syndicate. We'll have several winners for you to choose from.



Most of these features are available on AP DataFeature, UPI DataNews and the Times/Post News Service wire. For feature format and frequency consult listings elsewhere in Syndicate Directory.

OPINION & COMMENTARY

General

Jim Fitzgerald
Harriet Van Horne

The Reporters

Georgie Anne Geyer
Jack Cloherty
Ernest B. (Pat) Furgurson
Ron Hendren
Nick Thimmesch

The Liberals

George Mair
Tom Braden
Max Lerner
Norman Cousins

The Conservatives

Paul Harvey
M. Stanton Evans
Jenkin Lloyd Jones
Max Rafferty
Lt. Gen. Ira C. Eaker
Roscoe Drummond
Admirals Zumwalt & Bagley

Humor

Art Buchwald

Mark Russell
Today's Chuckle
Marvin Kitman
Jim Fitzgerald

Editorial Cartoons

Paul Conrad—Los Angeles Times
Pat Oliphant—Washington Star
Don Hesse—St. Louis Globe-Democrat
Lou Grant—Oakland Tribune
Hugh Haynie—Louisville Courier/Journal
Ben Wicks—Toronto Sun

Topical Caricatures & Editorial Art

Broadsides—Charles Barsotti

Taylor Jones—Charleston Gazette

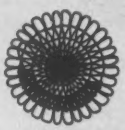
LIVING & LIFESTYLE

Amory's People—Cleveland Amory
Celebrity Cookbook—Johna Blinn
Young & Healthy Always
—Frank Falkner, M.D.
Designing Woman
—Barbara Taylor Bradford
Clotheslines—Marylou Luther
Home Line—Roberta Mathews
Caring for Your Car—Ray Hill
Your Car—Eugene Milmoe
A Hand Around the House—A. J. Hand
Ask Jennifer—Jennifer Anderson
Neil Solomon, M.D., Ph.D.
If It Fitz—Jim Fitzgerald
Contemporary Living
—Letitia (Tish) Baldrige

Inside Plants—Jack Kramer

Ask Dr. Landau—Miriam Landau, Ph.D.
Senior Forum—Paul Hightower
Golden Years—Beulah Collins
Single File—Susan Deitz
Your Home—Carolyn Murray
Your Photos—Albert Moldvay
Homegrown—Terri Gabriell
Daily Bread—Rev. A. Purnell Bailey

Creative Stitchery
—Bruna Jones



Ask Beth—Beth Winship
Roderick Mann—People Column
Wine Connoisseur—Robert Lawrence Balzer

Health

Neil Solomon, M.D., Ph.D.

Young & Healthy Always
—Frank Falkner, M.D.
Drugs Your Doctor Prescribes
—John Brennan
Food & Fitness—Lawrence Power, M.D.
The Family Doctor—
(Illustrated Panel) Lasse Hessel, M.D.

For ready reference, pull out and save this list.

Food & Nutrition

Food & Fitness—Lawrence Power, M.D.
Celebrity Cookbook—Johna Blinn
Natural Foods—Susan Dart

Astrology

Sydney Omarr's Astrological Forecast
Jeane Dixon's Horoscope
Jeane Dixon's Predictions

Bridge & Backgammon

Sheinwold on Bridge
Sheinwold on Backgammon
—Alfred Sheinwold

TV & Movies

Roderick Mann Column
Amory's People—Cleveland Amory
Marvin Kitman Column
Cecil Smith Column
Shows to Watch—Paul Henniger + Q & A
Prime Time Tips—Paul Henniger
Teleword—Julie Quart

Children & Teenagers

Kids-Only Club—Shari Lewis

Ask Andy
Young & Healthy Always
—Frank Falkner, M.D.
Ask Beth—Beth Winship

Science for You—Bob Brown

Plan Services

Deco Plans
Home of Your Own

Sports

Jim Murray Column
The Teaching Pro (Tennis)
—Don Leary
Sportsman's Digest—Hal Sharp

Puzzles & Quizzes

Wonderword—Jo Ouellet
Los Angeles Times Crossword
—Margaret Farrar
Quote Acrostic—Charles Preston
Teleword—Julie Quart
Coinword

Financial & Money

Successful Investing
—David R. Sargent
Money Watch—Carol Mathews
Milton Moskowitz Column
Smart Chart—Herb Stansbury

Retirement

Golden Years—Beulah Collins
Senior Forum—Paul Hightower

Special Features

City Editor's Tip Service
—John Clift
Coin Roundup—Edward C. Rochette
All About Pets—Eleanor Price
Sketches—Ben Burroughs

Comics & Cartoon Panels

Love Is—Kim Grove

Mr. Tweedy—Ned Riddle
A Little Leary—Bill Leary
Pick Of Punch—Various
Luther—Brumsic Brandon, Jr.
Modesty Blaise—Peter O'Donnell

Homer's Groaners—Ed Stanoszek

Smart Chart—Herb Stansbury
Broadsides—Charles Barsotti
Animalogic—Ed Nofziger
Carmichael—Dave Eastman

Splitsville—Frank Baginski & Reynolds Dodson

Guindon—Richard Guindon

Sunday Color Features

Wonderword—Jo Ouellet

Los Angeles Times
SYNDICATE

TIMES MIRROR SQUARE • LOS ANGELES, CALIFORNIA 90053 • (213) 972-5000
NATIONAL TOLL FREE (800) 421-8603 • CALIFORNIA TOLL FREE (800) 252-0664

ABBREVIATIONS, SYMBOLS, CLASSIFICATIONS

How Often Is Feature Supplied:

Annually ..... an
Daily ..... d
Sunday ..... S
Contract ..... cont
Daily & Sunday ..... dS
Daily except Saturday ..... dexSat
Daily except Sunday ..... dexS
Every other day ..... eod
Every other Sunday ..... eoS
Every other month ..... eom
Five times weekly 5tw
Three times per month 3tm
Occasionally ..... occ
Biweekly ..... bw
Individual ..... ind
Monthly ..... m
Quarterly ..... qt
Seasonal ..... sea
Semi-monthly ..... sm
Semi-weekly ..... sw
Six times a year 6ty
Tri-weekly ..... tw
Weekly ..... w

Size of Feature

Number of words ..... 500 etc.
Columns wide and inches deep ..... 4c5", 7c4", 3c6", etc.
Page (Standard) ..... ps
Page (Tabloid) ..... pt
Double Truck ..... dt
Half-page (Standard) ..... hps
Half-page (Tabloid) ..... hpt
Half-page (Vertical) ..... hpv
Third-page (Standard) ..... tps
Third-page (Tabloid) ..... tpt
Quarter-page (Standard) ..... qps
Quarter-page (Tabloid) ..... qpt
Quarter-page (Horizontal) ..... qph
Sixth-page (Horizontal) ..... sph
Sixth-page (Vertical) ..... spv
Varies ..... var
Book length ..... bl

How Feature is furnished

Mimeographed ..... mim
Manuscript ..... man
Text copy acceptable for optional scanner equipment ..... ocr
Offset Reproduction Proofs ..... orp
Letterpress Copy Lc
Illustrated ill
Illustrated with glossy Print Photos ..... igp
Illustrated-photos in negative form ..... ing
Mat complete ..... mat
Illustration Only in mat Form ..... ilm
Wire ..... wire
Teletype ..... tt
Telex ..... telex
Xerox Copy ..... xerox
By mail ..... mail
Available on Tape ..... tape
Leased Teleprinter Circuits ..... tel
Also available in Spanish ..... *

Classifications (Indicated by "C")

1—Advice
- Antiques (see 26—Hobbies)
- Art (see 30—Miscellaneous Columns)

2—Astrology; Graphology; Biorhythm
3—Automotive
- Backgammon (see 4—Bridge; Backgammon; Checkers; Chess)

4—Bridge; Backgammon; Checkers; Chess
5—Beauty
6—Books
7—Business; Financial; Legal; Real Estate
- Career Guidance (see 16—Education)

8—Cartoons; Panels
- Chess (see 4—Bridge; Backgammon; Checkers; Chess)

9—Children
- Coins (see 26—Hobbies)

10—Comics (strips, Sunday pages)
11—Commentary—Columns
12—Commentary—Cartoons
13—Consumerism
- Culture (see 30—Miscellaneous Columns; 6—Books; 20—Fillers; 31—Motion Pictures; 32—Music; 41—Radio-Television; 50—Theater)
- Ecology (see 17—Environment)

14—Editorial Art; Caricatures
15—Editorial Cartoons
16—Education
- Entertainment (see 31—Motion Pictures; 32—Music; 41—Radio-Television; 50—Theater)

17—Environment; Ecology
- Farming (see 22—Gardening)

18—Fashions
19—Fiction
20—Fillers
- Financial (see 7—Business; Financial; Legal; Real Estate)

21—Food
- Games (see 40—Puzzles; Quizzes; Word Games)

22—Gardening; Farming
23—Gossip
- Graphology (see 2—Astrology; Graphology; Biorhythm)

24—Health
25—History; Politics
26—Hobbies
- Horoscope (see 2—Astrology; Graphology; Biorhythm)

27—Household; Do-it-yourself; House Plans; Interior Decorating)
28—Humor—Columns
- Legal (see 7—Business; Financial; Legal; Real Estate)
- Literature (see 6—Books)

29—Maps
30—Miscellaneous Columns
31—Motion Pictures
32—Music
33—National and World Affairs
34—Outdoors; Boating; Camping; Hiking; Fishing
35—Patterns; Sewing
36—Pets
37—Photography
38—Photo Services; Pictures
- Politics (see 25—History; Politics)

39—Polls; Surveys
40—Puzzles; Quizzes; Word Games
41—Radio-Television
- Real Estate (see 7—Business; Financial; Legal; Real Estate)

42—Religion
43—Retirement; Senior Citizens; Veteran Affairs
44—Serials
45—Short Stories
46—Special Pages and Features
47—Sports—Spectator
48—Sports—Participation (see also 34—Outdoors)
- Stamps (see 26—Hobbies)
- Television (see 41—Radio-Television)

49—Television Program Listings
50—Theater
51—Travel
- Veterans (see 43—Retirement)

52—Women's Pages
53—Youth

TITLES OF BY-LINED FEATURES

A

A Changing World—John Pinkerman ..... NWS-CNS
A Child Learns To Swim ..... TSS
A Good Book To Read—Martin J. Ross ..... LAW
A Letter Of Fact And Analysis—Sidney DuBroff ..... GPL
A Little Leary—Bill Leary ..... LAT
A Little Prayer—Mary Alice Bennett ..... AF
A Lovelier You—Mary Sue Miller ..... FNS
***A New You**—Emily Wilkens ..... KFS
A Problem Today—Ida Nettleton ..... SBP
A Season In The Sun—Roger Kahn ..... SMP
A Stitch In Time—Julia Horne ..... TWN
A Time For Living—Jury Graham ..... UNP
A Time Of Innocence—Levenson and Darrow ..... IMTS
A Time To Live—Robert Walton ..... UNP
A Woman And Her Money—G. L. Ludcke ..... BEL
A Woman Like You—Frances Scott ..... BAS
A Woman's View of Foreign Affairs—Trudy Mulcahy Howard ..... HOW
A Word Edgewise—John P. Roche ..... KFS
About Books—American Library Assn. ..... NEA
About People ..... UPI
About Real Estate—Don Campbell ..... RTS
About The House ..... TVC
About Women ..... UPI
About Your Home—Lillian Hughes ..... EDC
Abroad At Home—Anthony Lewis ..... NYT-NS
Accent On Pets—Barbara A. Wilson ..... TWN
According To Guinness (text)—Norris & Ross McWhirter ..... UNP
According To Guinness (Illus.)—Norris & Ross McWhirter ..... UNP
Accuracy In Media—Reed Irvine ..... AIM
Ace Of The Staff—Leon P. Snowe II ..... TWN
Adam's Rib—Eve Adams ..... TWN
Adjustments In Marriage—S. Mamchur, Ph.D ..... SYN
Adolph Hitler—John Toland ..... DDS
Advanced Motoring Tips—Gilbert Shelton ..... RIP
Adventure Postpaid—Jeff Miller ..... SA
Advertising Basics—Hal Betancourt ..... BET
Advice To The Leaflorn—Claire Gannett ..... HOF
Advice To The Taxlorn—Jacob Smith ..... INO
Afield & Afloat—Hank Andrews ..... WLS
Affairs Of State—Fred W. Kline ..... CAP
After Divorce—Dr. Melvyn Berke & Joanne Grant ..... RTS
***Agatha Crumm**—Bill Hoest ..... KFS
Agony ..... ITP
Agriculture Roundup ..... CAP
Aid For The Handicapped—Charles Rehns ..... REH
Air Hawk—B. Foley ..... SBP
Aislin Political Cartoons—Aislin ..... TSS
Alan Grey Says—Alan E. Grey ..... TWN
Alex In Wonderland—Bob Cordray ..... CNS
Alice Widener Column—Alice Widener ..... USA
All About Horses—John H. Shropshire ..... SHR
All About Pets—Eleanor Price ..... LAT
All About Phil Miracle's World—Philip Miracle ..... TWN
All About Town—Nina Diamond ..... DIA
All You Want To Know About Gems—Without Asking!—Joe Holberg ..... RBN
Alley Oop—Dave Graue ..... NEA
Along The Camping Trail ..... BA
Along The Food Trail—The Bascomes ..... BA
Along The Wine Trail—The Bascomes ..... BA
Altar Stairs—Dr. John Kirkpatrick ..... HPS
Amazement—Thomas Delevett ..... TWN
American Enterprise—Brice McQuilkin ..... TWN
American Hunger—Richard Wright ..... SMP
American News Report—Ben Gallob ..... JTA
American Viewpoint ..... CSP
America's Runaways—Christine Chapman ..... JPS
Amory's People—Cleveland Amory ..... LAT
Amy—Jack Tippit ..... RTS
An Americanist Viewpoint—Grace Hamilton ..... AMW
An Editor's Outlook—Jenkin Lloyd Jones ..... LAT
Ancient Proverbs And Their Modern Relevancies—Charles Rehns ..... REH
Andy Capp—Reggie Smythe ..... FNS
Animal Adlibs How's Your Pet—Russ Hunter ..... BAL
Animal Crackers—Roger Bollen ..... CTN
Animal Puzzles—W. Trag ..... SBP
Animalogic—Ed Nofziger ..... LAT
Anita Summer's New York—Anita Summer ..... SUM
Ann Landers Column—Ann Landers ..... FNS
Another Look—Robert Yoakum ..... YKM
Another View—John Stees ..... UFS
Answerback—Bob Baskin ..... UFS
Answers To Letters I Get—Debbie Bailey ..... BAL
Antiques—Ann Davis Schweikardt ..... DPS
Antiques—Lita Solis Cohen ..... ART
Antiques And Stuff—Anne Gilbert ..... UFS
Antiques Appraisal Clinic—Charles Carroll ..... CRO
Antiques Fair—Erwin L. Hess ..... UFS
Antique Furniture—James McCollam ..... CNS
Antiques in America—Joseph K. Ott ..... PJC
Antique Wise—Dorothy Hammond ..... CF
Any Man Can—Wayne Roberts ..... TWN
AP-TV Day Listing Service ..... CAS
Apartment Living ..... TVC
Apartment Modes—Carole Eichen ..... CNS
Apartment 3-G—Alex Kotzky ..... FNS
Apple Pie—Boyd & Wood ..... MOR
***Archie** ..... KFS
Army Funnies—Buddy Basch ..... BAS
ARNAKI—Aspro Coolidge ..... MCF
Arnie—Arne Stockholm ..... SBP
Around & About Hollywood—Eliza Ross ..... TWN
Around The Garden—Joan Lee Faust ..... NYT
Around The House—Jan Paul ..... PAU
Around The World With Delaplane—Stan Delaplane ..... CHR
Art Buchwald Column—Art Buchwald ..... LAT
Art For Love & Money—Shannon Kelley Clark ..... RBN
Art Poinier—Art Poinier ..... UFS
Arts & People ..... FA
As A Matter Of Fact—Charlie Drum & Gary Galluzzo ..... UNI
As You Were—Jim Baker ..... PIO
Asia Memo—Edward Neilan ..... CNS
Asian Report—Mark Gayn ..... TSS
Ask Alma—Alma ..... SF
Ask Almyra—Jocelyn Loebl ..... TWN
Ask Andy—Ed Grade ..... LAT
Ask Anybody . . .. Anything—Martin Alwyn ..... NANA
Ask Aunt Madge—Madge Saksena ..... ASK
Ask Beth—Elizabeth Winship ..... LAT
***Ask Dr. Brothers**—Dr. Joyce Brothers ..... KFS
Ask Dr. Landau—Miriam Landau ..... LAT
Ask Jennifer—Jennifer Anderson ..... LAT
Ask The Doctor—Dr. William Goldwag ..... CNS
Ask The Lawyer—Albert Rich ..... RBN
Ask Your Vet—Dr. Michael Fox ..... CTN
Ask The Vet About Your Pet—Dr. Arnold Polonsky ..... TWN
Ask Washington—Norma Langly ..... TWN
Assertive Black . . . Puzzled White—Donald Cheek ..... SMP
Assignment: America—Phyllis Battelle ..... KFS
Assignment: Television—Terrence O'Flaherty ..... CHR
Asterix & Obelix—Uderzo & Goscinny ..... FNS
Astro Analysis—Sonia McGinnis ..... MOR
Astro*Graph—Bernice Bede Osol ..... NEA
Astrological Forecast—Sydney Omarr ..... LAT
Astrology Column—Ingrid Naiman ..... ERI
Astrology In Time & Space—Steven Schmidt ..... TWN
Astrology Today—J. Naylor ..... SBP
Astrology-Today—Sybil Leek ..... SBP
At Home With Heidenreich—Mary Ann Heidenreich ..... ASI
At Large—Ellen Goodman ..... WPW
At Wit's End—Erma Bombeck ..... FNS
At Your Leisure—Craig MacDonald ..... CNS
At Your Service ..... ARM
Audiolab—Gerard Resjkind ..... CWF
Australian Home Journal ..... OPS
Australian Women's Weekly ..... OPS
Auth Cartoons—Tony Auth ..... WPW
Authors & Books—Gary Baranik ..... BAR
Auto Album—Tad Burness ..... UFS
Auto News & Views—Bill Vance ..... CWF
Auto Service Tips ..... CSP
Auto Topics—Edward Janicki ..... TWN
Automobile Service Tips—Kennison Keene ..... CSP
Automotive—Ida Fried ..... EPS
Axioms, Aphorisms, and Epigrams—Lloyd Wheeler ..... TWN

B

B. Jay Becker's Contract Bridge—B. Jay Becker ..... KFS
Baby Lynn—Tony Marchese ..... TWN
Backgammon—Omar Sharif ..... CTN
Background Maps—Tom Hoge ..... APN
Backstairs At The White House—Helen Thomas ..... UPI
Backyard Bonanza—Michelle Hickman ..... TWN

TITLES OF BY-LINED FEATURES

Backyard Bounty—Jan Riggenbach ... JAN
Backyard Gardener—Patrick Denton ... CNS
Bad-Libs—Ronald Boerem ... BAL
Baloney—Jack Bonestell ... ASI
Baloney—Martin Duffy ... TWN
Baptist Press Features—James Lee Young (Ed.) ... BAP
Barbs—Phil Pastoret ... NEA
Bark Back—Dahna & Damon ... TWN
Barnacle—Alexander Monroe ... SBP
***Barney Google and Snuffy Smith**—Fred Lasswell ... KFS
Barnyard Gate—Sarge O'Neill ... SOU
Basil—Gerry Lants ... UNP
B.C.—Johnny Hart ... FNS
Beard On Food—James A. Beard ... WSS
Beautiful!—Barbara Jones/Charles Bowen ... AF
Beauty—Lydia Lane ... LLS
Beauty ... FA
Beauty Bits—Kay Amidon ... WOR
Beautiful Homes—Mid Paulus ... MCF
Beauty Hints—Dina Dellale ... EPS
Beauty Is—Lucille Bouchard ... BOU
Beauty Tips From Hollywood ... SBP
Bee Smart—John Prinkey ... FSF
***Beetle Bailey**—Mort Walker ... KFS
Before You Buy—Margaret Dana ... UFS
Behavior Behind The News—S.V. Didato ... NWR
Behind The Seams—Peggy Bendel ... SF
Behind The Seen—Virgil W. Dorweiler ... TWN
Belvedere—George Crenshaw ... FNS
Ben Hardy—Jim Baker ... PIO
Ben Mikus—Ben Mikus ... WLS
Ben Wicks—Ben Wicks ... SUN
Ben Wicks Cartoon—Ben Wicks ... LAT
Benchwarmer's Sports Trivia ... CNS
Bernstein On Words—Theodore M. Bernstein ... NYT
Berry's World—Jim Berry ... NEA
Best Cartoons From Europe ... SBP
Best Family Cartoons From Germany ... SBP
Best Of Press ... EDC
Best Sellers Fiction & Non-Fiction ... SBP
Best Sellers—Publishers Weekly ... NANA
Best Sellers ... UPI
Best Sellers Showcase ... UNP
Best Tips From Hollywood ... SBP
Better Bridge—Robert Rosenblum ... CNS
Better Bridge—R. A. Miller ... MLR
Better Living With The Stars—Ruth Thompson ... DIC
Betty Beale's Washington Letter—Betty Beale ... FNS
Between the Lines—Edith Kermit Roosevelt ... ROO
Between Us Girls ... AF
Between You & Me—Boris Smolar ... JTA
Beyond The City Limits—Bill Messenger ... TWN
Bible Crostic—Ray Helle ... HEL
Bible Verse—Jack Hamm ... SM
Bible Verse ... EDC
Big George—Virgil Partch ... FNS
Bigg's Business—Robert Zahn ... TWN
Bill & Hazel—Harlan Wade ... TWN
Bill Mauldin Column—Bill Mauldin ... FNS
Bill Wilson's Column—Bill Wilson ... CWF
Billy Casper's Golf—Billy Casper ... UFS
Bimbo's Circus—Howie Schneider ... EF
Biochart—Ken Michaels ... SUN
Biodex—Ken J. Michaels ... EF
Black & White Stock Photo Library ... CWF
Birnbaum—Stephen Birnbaum ... CTN
Birthscope—Elaine Morrissey ... ASI
Black College Series ... SMP
Black Culture & Black Consciousness—Lawrence Levine ... SMP
Bishop Sheen Writes—Bishop Fulton Sheen ... WSS
Black Genealogy—Charles Blockson ... SMP
Black News Report ... BPS
Black Sports—Sam Skinner ... BPS
Black Sports Journal ... BPS
Blisters—Jeb Ladouceur & Neil Roth ... TWN
***Blondie**—Dean Young and Jim Raymond ... KFS
Blue Kazoo—Clark Turner ... FNS
Boating—Julius Cooper ... UFS
Boating—Ida Fried ... EPS
Bob Dana On Wine—Bob Dana ... NEW
Bob Greene—Bob Greene ... FNS
Bobby—S. M. Iger ... PF
Bok Cartoons—Chip Bok ... ASI
***Boner's Ark**—Mort Walker ... KFS
Book Digest ... OPS
Book Look—Carroll Ann Brooks ... NWR
Book Marc—Marc Drogin ... DRO
Bookmark—Robert Righetti ... BAL
Book Marks—Mid Paulus ... MCF
Book Reporter ... JPS
Book Reviews—Robert Emmett McLeod ... FEA
Book Reviews ... CNS
Book Reviews—Joan Hanauer ... UPI
Book Reviews—Verna M. Kane ... CAP
Book Reviews (Children's)—M. F. Stroud ... FEA
Book Shelf—Jeff Lee ... SA
Book Talk—Lee Raymond ... ECS
Book World—Myrna Greer ... ITP
Book World Service—Wm. McPherson, Ed. ... WPW
Books—Hans Holder ... EPS
Books Around The House—Jan Paul ... PAU
Books For Parents—Richard Mersler ... TLW
Books in Review ... IMN
Books-into-Serials ... CHA
Books On Education—Richard Mersler ... TLW
Bookviews—Alan Caruba ... INP
Boomer—Bill Brown and Mel Casson ... UFS
Botony Boy—David B. Wood ... TWN
'Bout Books—Phillippa Ruth ... WOR
Bowling Tips—Dick Weber & Patty Costello ... UFS
Brain Teasers—Ali Hachel ... OPS
Braintwister—Amery Brown ... OPS
Brain Wave—Ed Wilkens ... TWN
Bramson's World—Betty Bramson ... TWN
Brass Tacks—Nick Frisina ... AF
Break The Smoking Habit—Ovide & Cynthia Pomerleau ... MAN
Brenda Starr—Dale Messick ... CTN
***Brick Bradford**—Paul Norris ... KFS
Bridge—Carl Brett ... GIN
Bridge—Oswald Jacoby & Alan Sontag ... NEA
Bridge—Alan Truscott ... NYT
Briefs ... EDC
***Bringing Up Father**—Kavanagh—Fletcher-Camp ... KFS
Broadsides—Charles Barsotti ... LAT
Broadway Ballyhoo—Radie Harris ... HRS
Broadway Box Score ... UPI
Broadway Interviews—Rebecca Morehouse ... WNS
Broadway Karikatures—Joe Kaliff ... AMF
Broadway Vignettes—Marcia Michels ... AMF
Broom-Hilda—Russ Meyers ... CTN
Brother Juniper—Fred McCarthy ... FNS
Brother Simon and Lucas—Pedro R. Moreno ... TWN
Bryant/Hall Travel—G. Bryant/G. Hall ... TSS
Bugs Bunny—Ralph Heimdahl/Al Stoffel ... NEA
Build It Yourself—Joseph Kline ... TWN
Bureaucratic Bumbling—Stu Pidilty ... TWN
Business ... FA
Business and the Stock Market ... PFB
Business Features ... UPI
Business Outlook—J. A. Livingston ... FNS
Business Roundtable ... GNB
Business Today ... UPI
Business Wire Newsletter ... BUS
Business In Review ... UPI
Buy Right—Arthur Darrack ... RTS
Buyer's Billboard—Michael J. Conlon ... UPI
***Buz Sawyer**—Roy Crane ... KFS
By No Means Neutral—Ernest B. Furgurson ... LAT
Byline From A Bubble Blower—Beth Lineham ... TWN

C

Calling Coll-en—Colleen Dudgeon ... CSP
Call The Final Witness—Melvyn Bernard Zerman ... SMP
Calman—Mel Calman ... FNS
Calorie Countdown—Susan Duff Mastro ... MCN
Camera College—John Barras Walker ... MIL
Camping All Year Round—Bob Nesoff ... MCN-GSM
Camping Family Style—Angela/Ford Bothwell ... SF
Canada Quiz—David E. Scott & Gwynneth Evans ... SMP
Canadian Book Bestseller List ... TSS
Canadian Business Report—John Meyer ... TSS
Canadian Chess—Lawrence Day ... TSS
Canadian Comment—Peter Ward ... SF
Canadian Crossword—Al Power ... YPL
Canadian Paperback Bestseller List ... TSS
Candle & Mirror—Fred Dodge ... MM
Can You Explain It—Richard Russell ... AFI
Capital Fare—Andrew Tully ... MCN
Capitol Comedy—Jack Posner ... POS
Capitol Connection—Condit/Nicholson ... CAP
Capitol Games—Grace Marie Arnett ... CNS
Cappy Dick—Robert Cleveland ... FNS
Captain and The Kids—John Dirks ... UFS
Captain Easy—Bill Crooks & Jim Lawrence ... NEA
Captain's Gig—Virgil Partch ... FNS
Car Crazy—Bilko ... SBP
Careful Shopper—Ross Wilkins ... NRS
Careers—Joyce Lain Kennedy ... SFI
Career Corner—Tom Williams ... CF
Careers—Joyce Lain Kennedy ... SFI
Caricatures—Mark Stinson ... HPR
Caring For Your Car—Ray Hill ... LAT
Carl Rowan—Carl T. Rowan ... FNS
Carmichael—Dave Eastman ... LAT
Carnival—Dick Turner ... NEA
Carroll Righter Horoscope—Carroll Righter ... MCN
Carter Randall Column—Carter Randell ... MIA
Car Tests—Jas Patterson ... THG
Cartoon—Ronald Boerem ... BAL
Cartoon Bug ... TSS
Cartooncatures—Sarge O'Neill ... SOU
Cartoonmix—F. Baginski ... CAM
Cartoons—J. Alexander ... ALX
Cartoons—Len Boro ... CNS
Cartoons—Bernard Lansky ... CNS
Cartoons—Bob Englehart ... CNS
Cartoons—Doug Borgstedt ... CNS
Cartoons—Dean McElhatton ... AMW
Casey—Charles Rodrigues ... CTN
Ca$h New$—G. Douglas Hafely, Jr. ... TWN
Cassini Carousel—Igor Cassini & Diane Judge ... CF
Catfish—Rog Bollen & Gary Peterman ... CTN
Cathy—Cathy Guisewite ... UNP
Cat Starres—Lady Cassandra (M. Futterman) ... AST
Caucus—Hugo ... WWF
C B Break—Mike Wendland ... UNP
CB Column—Fred Gregg, Jr. ... NEA
C B Sender—Michael McCormack ... CNS
Cecil Smith Television Column—Cecil Smith ... LAT
Celebritee-Hees—Buddy Basch ... BAS
Celebrities Laugh ... OPS
Celebrities On The Couch—Dick Maurice ... CNS
Celebrities Speak ... OPS
Celebrity Cookbook—Johna Blinn ... LAT
Celebrity Dining—Helen Narsmith ... TWN
Celebrity Interviews—Cindy Adams ... WNS
Celebrity World—Bill Murray ... MFS
Centerpiece ... NYT
Certain People: America's Black Elite—Stephen Birmingham ... SMP
Chalk—Cissie Peltz ... SMP
Challenge Maze ... EF
Champion Athlete—Johnny Unitas & George B. Dintiman ... TWN
Channel Chatter—Phyllis Maxwell ... TWN
Channel Jockeys—Phil Evans & Jim Asher ... ASI
Charmers—Hallmark ... FNS
Chasing A Career—Kirby W. Stanat ... SMP
Check Your Knowledge—Donald Saltz ... QUF
Chef Marcia—Marcia Burg ... WNS
Chess—Joseph Livingston ... SPS
Chess—Sidney A. Silberman ... CWF
Chess Quiz—Shelby Lyman ... BCF
Chess Master—George Koltanswoski ... GG
Chess Points—Ross Wilkins ... CNS
Children—Ida Field ... EPS
Children's Corner ... WHI
Children's Puzzles—W. Trag ... SBF
Ching Chow—Henri Arnold ... CTN
Child's Play—Sara Lee Massey ... TWN
Child's Play ... TVC
Choices—Karen Blaker, Ph.D. ... NEA
Chris—Pedro R. Moreno ... TWN
Christmas Stories ... SBP
***Christmas Strip**—Walt Disney ... KFS
Christmas Strip—Phil Pastoret/Don Baur ... NEA
Chuck Chandler's Best Bets ... MCN
Church Chuckles—Charles Cartwright ... SM
Church Page—Gus Wood ... MOR
Cindy Says—Cindy Adams ... UFS
Citizen Smith—Dave Gerard ... RTS
Citizens On Radio—E. Z. Strange ... CRO
City Editor's Tip Service—John Clift ... LAT
Classical Records—William D. Laffler ... UPI
Classy Ads ... CRO
Claudia's Corner—Claudia E. Lico ... TWN
Cleo-Magazine From Australia ... OPS
Cliches—Brenda Bell ... ASI
Clints Hints—Clint Davis ... BAL
Clip-A-Trip—Elton Dorval ... TWN
Clip 'N' Cook ... CNS
Closer Encounters—Dr. Laura Schlessinger ... CNS
ClothesLines—Marylou Luther ... LAT
Clue Me In!—P. A. Younes ... CWF
Clumsworth Of The North—Bob White ... MIL
Coast To Coast—Dick Maurice ... CNS
Code Name Zorro: The Murder Of Martin Luther King, Jr.—Mark Lane & Dick Gregory ... SMP
Coin Counting—Barbara White ... NUM
Coin Notes—Ronald Anders ... AR
Coin Roundup—Edward C. Rochette ... LAT
Coin-Stamp-Medal World—F. G. Sadone ... SPA
Coinversations With R. Winston Harris—R. Winston Harris ... COI
Coinword ... LAT
Collector's Corner—Thomas A. Bateson ... UFS
Collector's Item—Carolyn Anderson ... AMW
Collector's Item—John Hearn ... TSS
College Football Forecast—Mort Olshan ... MOS
College Football Power Ratings—Mort Olshan ... MOS
College Basketball Forecast—Mort Olshan ... MOS
College Basketball Ratings—Mort Olshan ... MOS
Colonial Kitchen Corner—Robert W. Pelton ... TWN
Color ... FA
Color Stock Photo Division—The Image Bank of Canada ... CWF
Color Picture ... UPIN
Color The Drawing—W. Trag ... OP
Color This—Kern Pederson ... SM
Column—James Reston ... NYT-NS
Column Closers ... NEA
Comment On Sports—Pete Fritchie ... EDC
Commentary ... NEA
Commentary ... SAF
Commentary On Illinois Government And Politics ... HEN
Common Cents—Kate MacQueen ... CHR
Community Club Awards—John C. Gilmore ... CCA
Computer—Friend Or Foe—Martin Nussbaum ... TWN
Computer Picks The Pros—Steven Sklena ... COM
Conan the Barbarian Daily—Roy Thomas/John Buscema ... RTS
Conan the Barbarian Page—Roy Thomas/John Buscema ... RTS
Congressional Quarterly Service ... CQ
Conservative Advocate—William Rusher ... UNP
Conservative View—James J. Kilpatrick ... WSS
Consumer ... FA
Consumer Aids—Virginia Mace ... NRS
Consumer Contact—Arthur Rowse ... CNI
Consumer Carnival—Martin Giuffre ... LYN
Consumer Corner ... CAP
Consumer Humor ... TVC
Consumer Guidelines ... TVC
Consumer Wants To Know—Samuel P. Levine ... LEV
Consumers Beware—Lynne Gordon ... SUN
Consumers' Dilemma, USA—Samuel P. Levine ... LEV
Consumer's Question Box—Margaret Dana ... UFS
Cookbook Review—Parris Green ... TAG
Cook It Your Way—Editors Of Farm Journal ... UNP
Cookin' Good ... MCN
Cookin' With Moxie—D. B. Shaw ... TWN
Cooking—Jeanne Lesem ... UPI
Cooking—Norma Barash ... JTA
Cooking Corner ... CNS
Contemporary Living—Letita Baldrige ... LAT
Continental Diary—Noel Anthony ... NANA
Conversation Pieces—Wm. A. Leavell ... ERS
Conversations With A Martian—Ronald Boerem ... BAL
Copycats—Robert Ranger ... TWN
Corinth The Jeweler—R. G. Kelly ... TWN
Cornflakes—Nellis Johnson ... SF
Cosgrove—Martin Duffy ... TWN
Cosmic Signs ... TVC
Cottage Of The Week ... TSS
Country Clipboard—K. Maynard Head ... MMP
Country Music—Jack Hurst ... CTN
Country Corner ... TVC
Country Music People—Peggy Russell ... TWN
Country Music Scene—David Graham ... GRA
Country Parson—Frank Clark ... SM-RTS
Country Sunshine—Betty Holberg ... RBN
Country View—Wendell Curtiss ... TWN
Courses By Newspaper ... UPI
Courthouse Squares ... CSP
Cowpokes—Ace Reid ... COW
C. P. Houston—Clyde Peterson ... RTS
Crafts For Kids—Yvette Cummings ... TWN
Craft Patterns—Smith Studios ... FNS
Crazy Capers ... CF
Cream Off The Top—Norman "Otis" Richmond ... RIN
Creative Consumer—Bob Powers ... CCM
Creative Crafts—Dona Z. Meilach ... MEI-CF
Creative Home Crafts—Janet Sowienski ... ART
Creative Stitchery—Bruna Jones ... LAT
Crime Flashbacks—J. Haines ... SBP
Crime Flashbacks—Max Haines ... SUN

"MOST AGENCIES THAT TRY TO HELP THE HANDICAPPED HAVE ONE BIG DISADVANTAGE. THEY'RE RUN BY HEALTHY PEOPLE."

ANDREW WALLACE

In 1975, I came down with multiple sclerosis. I had to quit my job and turn to various local agencies for help.

"What I encountered was a lot of bureaucracy and red tape. And a lack of understanding about what MS victims like myself were going through. I soon realized that this was because the people who ran these agencies had never been handicapped themselves.

"This experience inspired me to set up a self-help and information center for MS victims with my own money. And at first it was very tough going.

"The thing that really got my new center off the ground was the article in the Citizen Journal. They just told my story like it was. And just about everybody read it. Because just about everybody in Arlington reads the Citizen Journal.

"Thanks to the article, we soon had a whole staff of qualified MS victims manning the center. And local businesses chipped in to help pay the rent.

"All of us at the center have multiple sclerosis. Many of us can't walk. Some of us can't see.

"I think that's why we run such a good center."

CITIZEN JOURNAL

A CAPITAL CITIES COMMUNICATIONS, INC. NEWSPAPER.

WE TALK TO PEOPLE.

CITIZEN-JOURNAL (Arlington, Texas) • THE KANSAS CITY TIMES • THE KANSAS CITY STAR • THE OAKLAND PRESS (Pontiac, Michigan) • NEWS-DEMOCRAT (Belleville, Illinois) • FORT WORTH STAR-TELEGRAM • Women's Wear Daily • Home Furnishings Daily • Daily News Record • Footwear News • Supermarket News • Electronic News • American Metal Market • W • WILKES-BARRE TIMES-LEADER • Energy User News • Men's Wear • Metal/Center News

TITLES OF BY-LINED FEATURES

Crime Issues—Jane H. Johnson ... JHJ
Criss-Cross—Ronald McCullough ... ARL
Criswell Predicts—by Criswell ... MCN
Critic-At-Large—Norman Nadel ... NEA
Crock—Bill Rechin & Brant Parker ... FNS
Cross Country—Steven P. Freeman ... TSE
Crossword—H. L. Risten ... EDC
Crossword Puzzle ... CSP
Crossword Puzzle ... SF
Crossword Puzzle ... MCN
Crossword Puzzle—Bernice Paschen ... SM
Crossword Puzzle—Nina Cooper ... APN
Crossword Puzzle—Katie Desatta ... MOR
Crossword Puzzle with Cryptoquips—Eugene Sheffer ... KFS
Crossword Puzzle with Cryptoquips—Thomas Joseph ... KFS
Crossword Puzzler ... UFS
Crossword Wise—Lou Michaels ... BAL
Crosswords ... NEA
Crosswords Galore—Alan Foley ... SBP
Crowley's Horoscope—B. J. Crowley ... EDC
Crutches—Cane—Wheelchair—George Alderson ... ALD
Crusaders, Criminals & Crazies—Frederick D. Hacker ... UFS
Culture Corner ... TVC
Current Events—Marvin Lipton ... TSS
***Curt Gowdy's Fish and Game Tips**—Curt Gowdy ... KFS
Cut Your Own Taxes and Save—Ray DeCrane ... NEA

D

Daily and Weekly Crosswords—C. Gordon ... OPS
Daily Bread—Rev. A. Purnell Bailey ... LAT
Daily Crossword—Eugene Maleska ... NYT
Daily Investor—Don G. Campbell ... UFS
Daily News Reports ... RNS
Daily Racing Form Concensus ... CTN
Daily Short Story ... OPS
Daily Stock Market Chart (Short Term Trend)—Charles E. Carden ... STO
Daily Trivia Quiz—Donald Saltz ... QUF
Dalton Camp—Dalton Camp ... TSS
Dan Carlinsky Column—Dan Carlinsky ... CAR
Daniel Schorr At Large—Daniel Schorr ... RTS
Darling You Are Growing Old If You Remember—Robert Goddard ... TWN
Dateline: Detroit—Don O'Reilly ... AU
Dateline Europe—Karol C. Thaler ... NANA
Dateline: Jerusalem—Sigismund Goren ... NANA
Dateline: Moscow—Albert Axelbank ... NANA
Dateline: Paris—Leo Ryan ... NANA
Datelinesac ... CAP
Dateline: U.N.—Louis Halasz ... NANA
Dateline Washington—Walter Riley ... TWN
David Broder Column—David S. Broder ... WPW
David Simpson—David Simpson ... UFS
David Israel—David Israel ... CTN
Days When The Animals Talked—William Faulkner ... SMP
Daytime Dial—Lynda Hirsch ... FNS
D.C. Current—Cyrene Dear ... DPR
Dear Abby—Abigail Van Buren ... CTN
Dear Anybody—Walter Schmidt ... TWN
Dear Astrid—Astrid Carson ... CF
Dear Consumer—Virginia Knaver ... CNS
Dear Debbie—Deborah White ... MCN
Dear Sally—Sally Casey ... OPS
Dear Senior Citizen—Margaret Hansen-Sturm ... MHS
Dear Teddy, Washington, D.C.—Theodore Roosevelt Ogden ... TWN
***Death & Dying: Change & Challenge**—Robert Fulton ... CBN
Deco Plans—Jean-Paul St. Michel ... CWF
Decor Scene—Barbara Hartung ... CNS
Deems—Tom Oka ... SM
Dempster's Diary—Nigel Dempster ... ITP
Dennis The Menace—Hank Ketcham ... FNS
Design For People—Emily Malino ... UFS
Design of the Times—Susan Doubilet ... CWF
Designer Patterns ... SPS
Designing Woman—Barbara Taylor Bradford ... LAT
Destination—Joseph Adler ... ADL
Diagramless Puzzle ... EF
Dialing Around—Ruth Thompson ... DIC
Dick Dunkel's College Basketball Index—Dick Dunkel ... DSR
Dick Dunkel's College Football Index—Dick Dunkel ... DSR
Dick Kleiner—Dick Kleiner ... NEA
Dickson Bonus Work Puzzle—Naida Dickson ... DFS
Dickson Wiggly Word Puzzle—Naida Dickson ... DFS
Dick Tracy—Gould/Fletcher/Collins ... CTN
Dick Wright Editorial Cartoons—Dick Wright ... MCN
Did You Know—John Jarvis ... CSP
Did You Know That—F. Treadgold ... SBP
Diet & Health Forum—Dr. Albert Robbins ... JDL
Dieters Corner—Douglas C. Pollard ... HIB
Dieting Can Be Fun—Paul Gerber, M.D./A. B. Gerber, J.D. ... TWN
Digest of Books ... SBP
Diggs—R. Diggs ... RIP
Dilly—Dell Healy ... TWN
Dinah Mite—Joe E. Buresch ... JEB
Dining With Robi—Alberta Robi ... NEW
Diplomatic Pouch ... FRY
DISCussion—Joe Kalff ... AMF
Distillates of Random Thoughts—Charles Rehns ... REH
Doing-It Yourself ... TVC
Do It Yourself—R. Randolph Karch ... KAR
Do-It-Yourself—Steve Elkington ... MNF
Do Your Own Thing—Tom Neikarz ... UB
Doctor Proctor—Eddie Germano ... TWN
Doctor Smock—George Lemont ... UFS
Dog Stars—Sirius (M. Fulterman) ... AST
Doing the Right Thing—Elizabeth Post ... CTN
Don Hesse Cartoon—Don Hesse ... LAT
Don Q—David Gantz ... NYT
Don Wright—David Gantz ... NYT
***Donald Duck**—Walt Disney ... KFS
Donato Daily—Andy Donato ... SUN
Donato Weekly—Andy Donato ... SUN
Dondi—Irwin Hasen ... CTN
Doonesbury—Gary Trudeau ... UNP
Dorman's Doggie—Frank Stack ... RIP
Dorothy Richey's Travel Talk—Dorothy & Noyes Richey ... RBN
Dorothy's Diet Lines—Dorothy Jones ... BAL
Dot To Dot—Earl Engelman ... SBP
Double Take—Gerald Nachman ... CTN
Douglas Fisher—Douglas Fisher ... SUN
Down To Earth—Walter Masson ... DTE
Dr. Crane's Quiz—Dr. George W. Crane ... HPS
Dr. Jock—Dr. David Bachman ... CTN
***Dr. Kildare**—Ken Bald ... KFS
Draper Hill Editorial Cartoons—Draper Hill ... KFS
Drawing Is Fun—W Trag ... SBP
Dress For Success—John T. Molloy ... NYT
***Dress Pattern Features**—Anne Adams ... KFS
***Dress Pattern Features**—Marian Martin ... KFS
Driver Ed & Edna—The Dintimans & Ross Bunch ... TWN
Drivers Seat—Robert W. Irwin ... NANA
Dropouts—Howard Post ... UFS
Drugs Your Doctor Prescribes—Rex Medica ... LAT
Dumb Questions—Lo Linkert ... SBP
Dunagin's People—Ralph Dunagin ... FNS
Durslag Sports Column—Melvin Durslag ... KFS

E

Ear on Washington—Diana McClellan ... CTN
Eat Drink & Be Merry—Robert J. Misch ... WNS
Eat and Grow Younger—Lelord Kordel ... SPE
Eat Right & Live Longer—Lelord Kordel ... SPE
Eat Up & Slim Down—Lelord Kordel ... SPE
Eat Your Troubles Away—Lelord Kordel ... SPE
Eat Yourself Slim—Shirley Bright Boody ... CNS
Eating Right—Ruth Fremes & Zak Sabry ... TSS
Eb & Flo—Paul Sellers ... UFS
Economic Analysis—Leonard Silk ... NYT-NS
Economic Impact—Hobart Rowen ... WPW
Ed Fischer Editorial Cartoons—Ed Fischer ... MCN
Edith Carter—Edith Carter ... NWR
Editorial Cartoon—Mike Gregory ... SF
Editorial Cartoon—Noah Bee ... JTA
Editorial Cartoon—Chuck Stiles ... SM
Editorial Cartoon—Henry ... SM
Editorial Cartoon—Milt Morris ... APN
Editorial Cartoon—Kennison Keene ... CSP
Editorial Cartoons—Doug Wright ... MIL
Editorial Cartoon—Herc Ficklen ... AVA
Editorial Cartoons ... BPS
Editorial Cartoons—Dana Summers ... WLS
Editorial Cartoon—Albert Wetzel ... TWN
Editorial Cartoons—Eddie Germano ... TWN
Editorial Cartoons—Ed Ulvschak ... MIL
Editorial Research Reports ... CQ
Editorial Research Reports—Hoyt Gimlin ... EDR
Editorial Service ... ALB
Editorials ... EDC
Editor's Quote Book ... CSP
Education—R. I. Queen/B. A. Queen ... PWF
Education Today—Patricia McCormack ... UPI
Eek & Meek—Howie Schneider ... NEA
Elderman—Roy Elderman and Susan Wyatt ... MCF
Elmer Stoon—Don Knudsen ... SIE
Elwyn—Mehlman/Brenner ... RTS
Emmy Lou—Marty Links ... UFS
Energy-Environment Digest—Robert J. Wagman & Sheldon Engelmayer ... NANA
Energy Report-Southwest—Jolly Schram ... ENR
Energy Update ... TVC
Entertaining With Style—Jan Szulec ... SYN
Entertainment and The Arts—Stephen Ross ... IMN
Entertainment Whirl—Chas. J. Brand ... BAS
Entertainment World—Damon Loy & Dart Anthony ... TWN
Environment—H. P. James ... NWS
Eppie, The Hostess's Helper—Helen Naismith ... TWN
Essay—William Safire ... NYT-NS
Etc. & P.S.—Irma Ganz Miller ... SA
Etc. Service ... LAT
Eugene McCarthy Column—Eugene McCarthy ... WSS
Evans On Chess—Larry Evans ... CHE
Everybody's Business—John Douglas Paulus ... MCF
Everybody's Money—Merryle Stanley Rukeyser ... SIM
Everyday Editorials—Monte F. Bourjaily & Staff ... GLS
Exploring Other Dimensions—David Graham ... GRA
Exploring the Universe—Reis, Harrington, & Franknoi ... CHR
Exploring With Your Camera—Bill Baughman ... BAU
Eye On Entertainment Canadian—Sid Adilman ... TSS
Eye On Medicine—Lee Butcher ... TWN
Eyes On Tomorrow—Nancy Lane ... WOR
E. Z. Wolf—Ted Richards ... RIP

F

Faces In The News—Frank G. Murphy ... DIS
Facing South ... FAC
Fact-O-Rama—M. W. Martin ... MAR
Fact Or Fantasy?—Frances Scott ... BAS
Fact Or Fiction—S. L. Wadler ... WAD
Fads & Fashions—April Anastasi ... ASC
Faith Fortune, Confidential Counselor—Frances Scott ... BAS
Faithfully Yours—Rev. N. R. H. Moor ... MCF
Family Circle ... NYT
Families Under Stress—William D. Brown, Ph.D ... FVS
Family Features ... FAM
Family Finance—Betty Yarmon ... WNS
Family Physicians—James G. Price, M.D. ... SF
Family Skeletons—Vicky MacDonald ... BAL
Family Talk—Dr. Jim & Mary Kenny ... NCF
Famous Caricatures—T. Armstrong ... OPS
Famous Recipes—J. Sherrod ... SBP
Famous Signature Portraits—Ellis Steward ... TWN
Famous Tongue Twisters ... SBP
Far West Photos ... PAU
Farley—Phil Frank ... CHR
Farm Life—Harlan Wade ... TWN
Farris Wheel—J. Farris ... SBP
Fashion ... FA
Fashion & Beauty Tips ... NEA
Fashion Face And Figure—Florence de Santis ... UFS
Fashion Sense—Lila Nadell ... FS
Fashions—Dina Dellale ... EPS
Fat Freddy's Cat—Gilbert Shelton ... RIP
Feature Story—Bill Griffith:Reporter ... GRF
Feel Young Again—Lelord Kordel ... SPE
Feelin' Great—Bob Kleinmann ... ASI
Feminist Q&A—Mary Ellen Corbett ... COS
Fenwick—Malcom Hancock ... CHR
Ferd'nand—Dahl Mikkelsen ... UFS
Figleaves—Greg Curfman ... SAN
Fightin' Mad—Jim Ardito ... ASI
Figments—Dale Hale ... MAN
Figure Fun—B. L. Payton ... TWN
Fillers—Mary Walks ... TWN
Fillers—Violet B. Rourke ... TWN
Filmeter—Dick Kleiner & Staff ... NEA
Film Fare—Laurie Lee ... WOR
Film World—David Dugas ... UPI
Finance—Jack MacArthur ... TSS
Find-a-Quote ... EF
Fireside Chats—Gustav Detjen, Jr. ... DET
First Aid for the Ailing House—Roger Whitman ... UFS
First One In—Ed Collina ... CNS
First Person Singular—Rae Linday ... APN
Fischetti—John Fischetti ... FNS
5 Minute Mysteries—C. W. Walker ... SBP
Five Square—Bruce & Rosine Mims ... TWN
Five for Fiction ... BPL
Fix It—Herb Alexander ... NEA
Flamingo—Ruth Roche ... PF
***Flash Gordon**—Dan Barry ... KFS
Flashback Calendar ... AF
Flashback On Canada—Bob Bowman ... SUN
Flea Market Finds—Dan D'Imperio ... CRO
Fletcher, The 4-H'r—Joe E. Buresch ... JEB
Flim, Flam, Films—James Riordan ... RPT
Flintstones—Hanna-Barbera Productions ... MCN
Flubs & Fluffs—Jerry Robinson ... CWS
Food—Craig Claiborne ... NYT-NS
Food—Peggy Read ... EPS
Food and Agriculture Affairs—Lauren Soth ... RTS
Food & Fitness—Dr. Lawrence Power ... LAT
Food and Wine—Stephen Ross ... IMN
Food and Your Health—Frederick Stare, M.D./Dr. Beth Whalen ... FNS
Food Column—Orah L. Devaney ... CAP
Food Facts ... LUI
Food Facts ... TVC
Food for Americans—Aileen Claire ... NEA
Food For Thought—Dr. Jean Mayer & Dr. Johanna Dwyer ... CTN
Footlights & Kleiglights—Ted Edwards ... TWN
Footloose With Frye—William R. Frye ... FRY
Footnotes—Larry Gonick ... RIP
For a Happy Life—Fritchie Saunders ... HC
For Pete's Sake—Robert Righetti ... BAL
For The Consumer—Sidney Margolius ... WNS
For The People—Larry Moffitt ... NWR
For Women Only—Dr. Robert C. Newman ... UFS
Foreign Affairs—C. L. Sulzberger ... NYT-NS
Foreign News Commentary ... UPI
Foreign Strips ... SBP
Foresight—Rev. W. A. Heins ... HEI
Fortune Teller—Margret Fulton ... SBP
Forty Year Old Hippie—Ted Richards ... RIP
Foto-Book Review—Bill Baughman ... BAU
Frank And Ernest—Bob Thaves ... NEA
Fred Bassett—Alex Graham ... FNS
Freddy—Rupe ... FNS
Free For The Asking—Harriet Hart ... CWP
Freebies—Brian Weiss ... RTS
Freighter Travel—Norman Austin ... HIS
From History's Scrapbook ... CSP
From My Pew—Hilda Young ... NCF
From Therese's Kitchen; Ask Therese—Therese Candler ... GLS
From The Editor's Disc—Tom Villella ... TWN
From the Kitchen Shelf—Doris Smith ... WLS
Fronteirs Of Science—Dr. Stuart Butler ... TSS
Frying Pan Follies—Carl Larsen ... ASI
Fun and Fact—David B. Wood ... TWN
Fun Bug—Howard Rands ... SM
Fun & Games—W. Trag ... SBP
Fun Features ... WLS
Fun In The Kitchen—Michelle Christian ... RBN
Funland—Art Nugent ... UFS
Fun With Figures—J. A. H. Hunter ... SUN
Funky Winkerbean—Tom Batiuk ... FNS
Funny Business—Roger Bollen ... NEA
Funnyside ... CSP
Furthermore—John M. Henry ... TWN
Future Trends—E. Jaroslav Woycecho ... TWN

G

Gabe and Loki—Ross E. Bunch ... TWN
Gallup Poll—Dr. George Gallup ... FNS
Gallup Youth Survey—George & Alec Gallup ... APN
Gamble Cartoons—Ed Gamble ... RTS
Games & Puzzles ... OPS
Gandhi's Monthly Forecast—M.K. Gandhi ... TWN
Gardening Series—Allan A. Swenson ... NEA
Garfield—Jim Davis ... UFS
Garth—Frank Bellemy ... ITP
Gary Deeb—Gary Deeb ... CTN
Gasoline Alley—Dick Moores ... CTN
Gemini Maps ... ITP
Gemini News Service ... ITP
Gene Basset—Gene Basset ... UFS
George Will Column—George F. Will ... WPW
Gerald Godins' Column—Gerald Godin ... CWF
George Mair Column—George Mair ... LAT
Geriatrix—Paul Norris & Lyle Swigart ... CNS
Get Well & Stay Well—Richard W. Post ... TWN
Get Your $ Worth—Sally & Jim Adams ... MCN
Getting Along—Dr. James P. Comer & Dr. Alvin F. Poussaint ... SMP
Getting Into Wine—Robert E. Nichols ... TWN
Getting It Together—Lloyd Wynn ... TWN

On the Leading Edge of What Readers Want

Our columns, cartoons and comics are tuned in to the American reader's modern-day tastes. They're on the front edge of the trends, what people are beginning to look for in their newspapers. And they cover all the bases.

HUMOR/OFF THE BEAT by D. L. Stewart: All the ironic, humorous and downright hilarious facts of life involved in being a husband, father and modern-day male. Consistently superb, twice a week.

FOOD—FRYING PAN FOLLIES by Carl Larsen: A weekly homemaking and food column by a truly up-to-date phenomenon, the househusband, who combines practical tips with a wild wit to cook up lots of laughs in the kitchen.

HEALTH—FEELIN' GREAT by Bob Kleinmann: A top-notch column on all aspects of a topic uppermost in American minds these days—physical fitness. Down-to-earth, nuts-and-bolts information, and a lively style. Twice a week.

COMMENTARY—TOM TEEPEN writes a thrice-weekly column of pithy perceptions and witty irreverence on things happening all over the world. Have one of the nation's best writers on your editorial page.

HUMOR—AT HOME WITH HEIDENREICH by Mary Ann Heidenreich: You think it's funny being a wife and mother in times like these? This one finds hilarity all over her household, and writes it up once a week.

MOVIES—THE SCREENING ROOM by Vince Staten: Brighten up your entertainment pages with sprightly reviews of current movies and film personalities, written with a distinctive flavor by the author of "The Real Elvis: Good Old Boy."

HOROSCOPE—BIRTHSCOPE by Elaine Morrissey: What does the future hold for the baby born today? Tomorrow? This daily feature foretells it all every day in a concise complement to your regular horoscope column.

CAREERS—THE JOB HOPPER by Dan Halligan: This writer spent 46 months switching jobs, 164 altogether, to bring you this extraordinary feature about each one. A weekly feature, or in a package of any number you'd like.

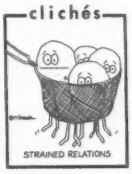
SOUNDING OFF—FIGHTIN' MAD by Jim Ardito: If you can't beat 'em, tell 'em off in public. That's how our Fightin' Mad man deals with things that drive him up the wall. Your readers can participate. Up to three a week.

HISTORY—TODAY'S GREAT AMERICAN by Will Allison: This short daily feature tells you about a hero for every day, an American born on that date who made great contributions to the nation in his field of endeavor.

SPORTS—RACING WORLD by Harvey Shapiro: Keep your readers and your sports pages up to date on the fastest things on earth and water. Once a week by a veteran sportswriter and author.

CRIME IN THE STREETS

CHIP BOK offers sharp, on-the-mark editorial cartoons.



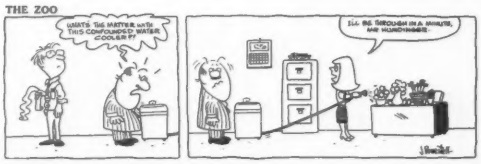
Brenda Bell has a clever and witty way to look at trite old sayings.

Don't turn off the motor — I'll only be a minute.

Jack Bonestell reveals the poppycock we dish out to each other.

Reckon . . . we'll have to shoot him!

The PAW Society offers whimsy and irony in a man-animal turnabout.



BOOK EXCERPTS Watch for our excerpts from the top books by leading publishers. Write us now for an advance look on speculation at our six-part series from the controversial new on the Gerald Ford presidency by President Ford's press secretary, Ronn Nessen—IT SURE LOOKS DIFFERENT FROM THE INSIDE—for release after Aug. 31, 1978.

AMERICAN SYNDICATE INC.

On the Leading Edge of What Readers Want

P. O. Box 190 Dayton, Ohio 45402 (513) 228-2473

TITLES OF BY-LINED FEATURES

Geyer File—Georgie Ann Geyer ... LAT
Giant Crossword ... ITP
Gil Thorpe—Jack Berrill ... CTN
Glad You Asked That!—Marilyn & Hy Gardner ... FNS
Glasserfied Directory—Selma Glasser ... GLA
Global Humor ... AWP
Global Report ... AWP
Global Traveler ... AWP
Global View/Foreign Editors Say ... AWP
Going Our Way—Bob Sloane ... STR
Going Places—Fred W. Kline ... CAP
Golden Gleams ... EDC
Golden Years—Tom Collins ... LAT
Golf Cartoons ... OPS
Good Boating—John Lynker ... JPS
Good Buys: What, Where, Why—Louise Patterson ... TWN
Good Earth Almanac—Monte Burch ... UNP
Good Food—Leslie Land ... WNS
Good News/Bad News—Henry Martin ... CTN
Good News From The Bible ... CSP
Good Old Days—Erwin Hess ... UFS
Gordo—Gus Arriola ... UFS
Goren On Bridge—Charles Goren & Omar Sharif ... CTN
Gossiping With Jill Jackson—Jill Jackson ... MCN
Gourmet/Garden—Lois & Russell Jalbert ... ART
Gourmet On A Budget—Sandal & Pritch English ... ENG
Gourmet's Notebook—Rebecca Caruba ... INP
G.R.A.B.—David Dunning & Sally Wilson ... DUN
Graffiti ... MCN
Gran'pa Mac—Jim McDaniels ... TWN
Grandpa's Boy—Brad Anderson ... SM
Graphic Commentary—Francis Brennan ... NIES
Graphoanalysis Scrapbook—Robert W. Pelton ... TWN
Grass Roots—Albert Wetzel ... TWN
Grass Roots Clippings—Kerwin Hoover ... HTF
Graysmith—Robert Graysmith ... CHR
Great Decisions ... UPI
Green & Grassy—Mike Beaudon ... BEA
Green Scene—Pat Hines
Green Talk—Jud Arnold ... CWF
Green Thumb Question Box—George Abraham ... TGT
Griffith's Observatory—Bill Griffith ... RIP
Grin & Bear It—George Lichty/Fred Wagner ... FNS
Grondahl's Cartoons—Calvin Grondahl ... NEA
Growing Older—Lou Cottin, Harold Blumenfeld ... NEA
Growing Older With Sidney Ascher—Sidney Ascher ... ASC
Growing Up Around The World—Thomas Majerski ... TWN
Growth, Conflicts And Hangups—Dr. Saul Kapel ... CTN
Grubby—Warren Sattler ... SM
Guide to World Leaders—Mark Stinson ... HPR
Guindon—Richard Guindon ... LAT
Gumdrop—Foster Moore ... UFS
***Gunner**—Alfredo Grassi & Lucho Olivero ... KFS
Gus Tyler—Gus Tyler ... UFS

H

H R Contest—Games, Inc. ... TWN
Hagar The Horrible—Dik Browne ... KFS
Hair Care—Carole Bentley ... ITP
Hand Around The House—A. J. Hand ... LAT
HANDICAPsules—Terry Brickley ... MAN
Hap Hazard—Bob Zahn ... IPS
Happier Living—Phillis Mitchell ... MIT
Happy Cooker—Susan Broersma ... BAL
Happy Gardener ... MCN
Happily Ever Laughter—Joan Proctor ... IPS
Hardpan—J. Griswold ... GRI
Harriet Van Horne Column—Harriet Van Horne ... LAT
Harris Survey—Louis Harris ... CTN
Harvest Time Of Life—Charles Rehns ... REH
Have You Heard This—Lori Lang ... BAL
Have You Met?—Y. L. Tiajcliff ... NPS
***Hazel**—Ted Key ... KFS
Headline Re-write—Bruce McQuillin ... TWN
Health ... FA
Health Capsules—M. Petti, M.D. & Jud Hurd ... UFS
Health Line ... TVC
Health To Day—Dr. O. A. Battista ... SBP
Health's-A Poppin—Marion Wells ... CNS
Heartline—Charles Musick ... FNS
Heathcliff—George Gately ... MCN
Heins Religious New Service—Rev. W. A. Heins ... HEI
Helen Bottel—Helen & Sue Bottel ... KFS
Help-Mate—Merrill Rose ... CNI
Help, Police!—Buddy Basch ... BAS
Hemisphere Report—William Giandoni ... CNS
***Henry**—John Liney & Don Trachte ... KFS
Henry J. Taylor—Henry J. Taylor ... UFS
Herblock—Herbert L. Block ... FNS
Here and There—Hope Hathaway ... TWN
Here And There With Rod And Gun—Sidney Du Broff ... GPL
Here's How—Gene Gary ... CNS
Here's To Your Health ... SYN
Herman—James Unger ... UNP
Heroglyphics—Don C. Eaton ... TWN
Hey, Doc!—Anthony J. Palmaccio, M.D. ... MCN
***Hi and Lois**—Mort Walker and Dik Browne ... KFS
High fi/Stereo Review—Charles Yulish ... IMN
High Road-Low Road—E. R. Billings ... TWN
Hiking And Biking—Christopher Nyerges ... IPS
Hints For The Home—Bob Mattis ... CTN
***Hints From Heloise**—Heloise ... KFS
Historic Walking Tours—Rosellen Callahan ... EES
Historical Fillers ... CNS
Historic Walking Tours—Rosellen Callahan ... EES
Hitting The Slopes—J. Bock ... BRK
Hobby/Business World—Mark E. Battersby ... CLI
Hockey For Minors ... TSS
Holiday Preparedness ... NEA
***Hollywood**—Dorothy Treloar ... KFS
Hollywood/Ask Dick Kleiner—Dick Kleiner ... NEA
Hollywood Beat—Bill Lane ... WOR
Hollywood Hotline—Nancy Anderson ... CNS
Hollywood Hotline—James Bacon ... NANA
Hollywood Interviews ... OPS
Hollywood's Twilight Years—Crosby L. Day ... TWN
Hollywood's Unsolved Mysteries—John Austin ... HIS
Holmes Alexander Column—Holmes Alexander ... MCN
Home Building & Maintenance—Joseph G. McNeill ... TWN
Holmes Alexander Column—Holmes Alexander ... MCN
Home Game—Virginia Truax ... MCN
Homegrown—Terri Gabriell ... LAT
Home Guide ... TAP
Home Improvement—Bernard Gladstone ... NYT
Home Line—Roberta Matthews ... LAT
Home Of The Week ... TSS
Home Of Your Own—Jean-Paul St. Michel ... LAT
Home Repairs—C. Gordon ... SBP
Homebody Gourmet—Mid Paulus ... MCF
Home Town Flavor—Kerwin Hoover ... HTF
Home Workshop File—Larry Eisinger ... CTN
Homing In ... HI
Homer Sapiens—William J. Mikulka ... TWN
Homer's Groaners—Ed Stanoszek ... LAT
Honeydew—Harry Gaines Goodman, Jr. ... GOJ
Hooray For Kids—Shirlee Newman & Jean Corcoran ... TWN
Horoscope—Francesco Waldner ... ITP
Horoscope—Clay Pollan ... MCN
Horse Astrology—Marian Futterman ... AST
Horsing Around—Kathy Hoff ... BAL
Hot Shot Sam—Samuel P. Levine ... LEV
House Call—Dr. G. Timothy Johnson ... CTN
House Detective—Carmen Collins ... TWN
House Of The Week—Andy Lang ... APN
House Plans—Gerry Bishop ... UFS
Household—Ida Fried ... EPS
Household Hints—Linda Ross ... IMN
Household Repair Dictionary—Kurt Singer ... SBP
Household Scrapbook—Mary Craig ... OPS
How—Lois Libien & Margaret Strong ... CTN
Howard the Duck Daily—Marv Wolfman & Alan Kupperberg ... RTS
Howard the Duck Page—Marv Wolfman & Alan Kupperberg ... RTS
How Can I—Beth Lewis ... OPS
How Creative Are You?—Whitt N. Shultz ... KNF
How It's Made And Functions ... LUI
How Not To Split Up—Jane & William Appleton ... DDS
How Times Have Changed—Dorothy Murray ... TWN
How To Be A Successful Manager—Whitt N. Shultz ... KNF
How To Be A Supermother—Dick Harris ... HAA
How To Be A Winner—Whitt N. Shultz ... KNF
How To Be Successful—Whitt N. Shultz ... KNF
How To Build A Business—Whitt N. Schultz ... KNF
How-To Business Articles—Arthur S. Green ... GRE
How To Communicate Skillfully—Whitt N. Schultz ... KNF
How To Develop Success Habits—Whitt N. Schultz ... KNF
How To Develop The Magical Powers Of Your Mind—Liloth Keats ... TWN
How To Develop Your Potential—Whitt N. Schultz ... KNF
How To Improve Your Letterwriting Skills—Whitt N. Schultz ... KNF
How To Manage Stress Successfully—Whitt N. Schultz ... KNF
How To Motivate Yourself—Whitt N. Schultz ... KNF
How To Save Time—Whitt N. Schultz ... KNF
How To Sell Successfully By Mail—Whitt N. Schultz ... KNF
How To Solve Your Problems—Whitt N. Schultz ... KNF
How To Take The Fun Out Of Driving—Dick Harris ... HAA
How To Take The Fun Out Of Golf— ... HAA
How To Take The Fun Out Of Skiing—Dick Harris ... HAA
How To Take The Fun Out Of Tennis—Dick Harris ... HAA
How To Think Creatively—Whitt N. Schultz ... KNF
How Well Do You Know Yourself—Carmen Collins ... TWN
How's Business? ... PFB
***Hubert**—Dick Wingert ... KFS
Hugh Haynie Cartoon—Hugh Haynie ... LAT
Hulme's Cartoons—Etta Hulme ... NEA
Human Behavior Report ... MAN
Human Side Of Investing—G. L. Ludcke ... BEL
Human Side Of Science ... LUI
Humoresque—Don Alexander ... ARU
Humor Column—S. Whittington ... MIL
Humor Column—Don Byers ... MIL
Hurwitz On Education—Howard L. Hurwitz ... CF

I

Ib Ohlsson Art—Ib Ohlsson ... NIES
Icarus—Leon Homides ... MCF
Idea Chaser—Jerry Langell ... AF
Ideas For Interiors—Deborah Kunstler, ASID ... MCN
Idle Musings—Lynette Evans ... TWN
If I Had My Way—Kern Pederson ... TWN
If It Fitz—Jim Fitzgerald ... LAT
Illusions & Realities—Michael Novak ... WSS
In America—Ron Hendren ... LAT
In America ... NEA
In Depth—James Riordan ... RPT
In Fashion ... EDC
In Focus And Out—D. J. Herda ... IPS
In Good Spirits—Ariel Winters ... TWN
In Space Update—Jim Maloney ... HPR
In The Beginning—Linus Maurer ... IPS
In The Nation—Tom Wicker ... NYT-NS
In The News (Photos) ... SF
In The Pits—Phil Steitz ... ART
In The Public Interest—Ralph Nader ... RTS
In Washington—Martha Angle & Robert Walters ... NEA
Indoor Gardening—Janet Tara ... NEA
Indoor Gardening—Gay Nightingale ... ITP
Indoor Gardening—Jane Adler ... FNS
Info: A World Of Sense ... TVC
Info: Feedback ... TVC
Info Puzzle ... TVC
Infernal Revenue—I. R. Ess ... TWN
Innocent Bystander—Arthur Hoppe ... CHR
Inside Auto Racing—Don O'Reilly ... AU
Inside Fashion—Eugenia Sheppard ... FNS
Inside Hollywood—John Austin ... HIS
Inside Hollywood—John Austin ... HIS
Inside Labor—Victor Riesel ... FNS
Inside Plants—Jack Kramer ... LAT
Inside Religion—Rev. Lester Kinsolving ... MCN
Inside Report—Rowland Evans & Robert Novak ... FNS
Inside Sports—Stan Fischler ... TSS
Inside TV—Joey Sasso ... MCN
Inside Woody Allen—Stu Hample ... KFS
In-Sights—Dr. Walt Menninger ... UNP
Insight—John Wykert ... NANA
Insight and Inspiration ... TWN
Insurance For Consumers—Dave Goodwin ... GWN
Interior Decorating—Genevieve Fernandez ... UFS
International Adventure (Numismatic)—Julius Weiss ... WEI
International Adventure (Philatelic)—Julius Weiss ... WEI
International Dateline—Duarte deMartinau & William J. Halterman ... TWN
International Decade of Women and its Hidden Politics—Trudy Mulcahy Howard ... HOW
International Editions Texts ... NIES
International Writers Service ... INW
Interpretive Report—Stanley Karnow ... RTS
Investigators—Jack Cloherty ... LAT
Investors' Guide—William A. Doyle ... KFS
Is Everybody Happy—And Why Not—Harold Dietrich ... TWN
Isn't It The Truth!—Carl Riblet, Jr. ... INO
Isn't It The Truth?—Charles Rehns ... REH
Issue & Debate ... TVC
It Could Be Verse—George O. Ludcke ... LUD
It Happened Last Night—Earl Wilson ... FNS
It Just So Happened—Kern Pederson ... SM
It's A Cockeyed World—Joe Kaliff ... AMF
It's My Opinion—Irene Corbally Kuhn ... CF
It's News To Me—Herb Caen ... CHR
It's OK To Talk About Sex—Dr. Robert C. Long ... PRI
It's On The Tip Of My Tongue—Dan Carkinsky ... EF
It's Possible—Rev. Robert Schuller ... NEA
It's Your Landscape—George E. Creed ... FNS
It's Your Life—Rev. John Catour ... MCN

J

Jack Anderson's Weekly Special—Jack Anderson ... UFS
Jack Knife & T. Spoon—Sarge O'Neill ... SOU
Jack O'Brian—Jack O'Brian ... KFS
Jackson Twins—Dick Brooks ... MCN
Jamie The Greek—Jamie Lampidis ... MCN
Jane O'Reilly—Jane O'Reilly ... EF
Janeway Capsule—Eliot Janeway ... CTN
Janeway Financial Service—Eliot Janeway ... CTN
Janeway Q & A—Eliot Janeway ... CTN
Jaundiced Eye—Mark Deitch ... TWN
Jeffrey Hart Column—Jeffrey Hart ... KFS
Jesse Jackson—Jesse Jackson ... UNP
Jeff Hawke—Sydney Jordan ... UFS
Jesse Jackson's Observations—Rev. Jesse L. Jackson ... BPS
Jest For Laffs—Audie Bransford ... TWN
Jest For Laughs—Paul Fung ... SM
Jest For You—Robert Orben ... COC
Jest Sports—Charlie Wible ... TWN
Jewish Quiz Box—Rabbi Samuel J. Fox ... JTA
Jewish Stamps & Coin Reporter—Joseph Zollman ... STA
Jews In Sports—Haskell Cohen ... JTA
J. F. terHorst—J. F. terHorst ... UNP
***Jim Bishop: Reporter**—Jim Bishop ... KFS
Jim Murray Column—Jim Murray ... LAT
Jimmy Breslin—Jimmy Breslin ... CTN
Jimmy The Greek—Jimmy Snyder ... FNS
Joan Ryan Column—Joan Ryan ... WPW
Job Hopper—Dan Halligan ... ASI
Job Hunting Secrets & Tactics—Kirby W. Stanat & W. Patrick Reardon ... SMP
Job Survival & Career Management—David Dacey ... DAC
Joe Palooka—Tony DiPreta ... MCN
John Dough—Susan Wyatt ... MCF
John Keasler Column—John Keasler ... MCN
John D. Lofton, Jr.—John D. Lofton, Jr. ... UFS
John Peter Zenger—Richard Lynn ... LYN
John Sinor Column—John Sinor ... CNS
Johnny Wonder—Dick Rogers ... EF
Jokes ... BAS
Jolly Green Thumb—Mary Furey Crymes ... SF
Jonathan Power—Jonathan Power ... UNP
Jorgy Cartoons—Bruce Jorgensen ... IND
Judge For Yourself—Brian McGinty ... TWN
Judge Parker—Dr. N. P. Dallis and Harold Le Doux ... FNS
Judith Randal—Judith Randal ... PRI
Julian Bond At Large—Julian Bond ... BPS
Jumble—Bob Lee & Henri Arnold ... CTN
Jungle Jube O'Lee—Woody Kimbrell ... TWN
Junior Editors—Berthel/Simonsen ... APN
Junior Jumble—Bob Lee & Henri Arnold ... CTN
***Junior Whirl**—Hal Kaufman ... KFS
Junk or Treasure?—Edward V. Rothkirch ... TWN
Just Ask Murray Olderman—Murray Olderman ... NEA
Just For Kids—Ben L. Moon ... MNC
Just For You—Earl Engleman ... SBP
Just Imagine—Kern Pederson ... TWN
Just Kids—Richard Hawk ... TWN
Just Supposin'—Garrett Mathews ... TWN

K

Karen Ann—J & J Quinlan ... DDS
Karikature Karnival—Joe L. Kaliff ... AMF
Karikaturettes ... AMF
Karpin On Bridge—Fred Karpin ... CTN
Keep Off The Grass—Wm. A. Leavell ... ERS
Keeping Healthy—Joe Mahoney ... CSP
Keeping Score—Jim "Lefty" Lazuski ... BAL
Kelly & Duke—Jack Moore ... UNP
Kerry Drake—Alfred Andriola ... FNS
Kevin P. Phillips Column—Kevin P. Phillips ... KFS
Kid Stuff—Charlie Wible ... TWN
Kid Stuff ... TVC
Kids' Corner—Claire Nagel ... KID
Kids' Korner—Jesse Jacobs ... MCN
Kids Only Club—Shari Lewis ... LAT
***Kingsbury Smith Column**—Joe Kingsbury Smith ... KFS
Kisses—Vivian Greene ... KIS
Kitchen Cynic—Bern Sharfman ... AMF
Kitchen Sampler—Jane Mengenhauser ... KSS

Relax With TV Data!

Save Time - Save Money - Be Accurate
With Worry-free TV Listings from TV Data
Computer - To - Computer
Camera - Ready

Movies • Specials • Sports Breakouts
• **Complete TV Listings** • Any Width • Any Font • Any Point Size
• **Complete TV Booklets** • With Your Logo
• **Feature Package** • TV News • Feature Articles • Profiles
• Puzzles & Quizzes • Halftone Photographs

We have the people and technology to make your ideas work.
Plus something else that other companies lack...
Being the Best. And that's a tough act to follow.

TV DATA

Quaker Village • Glen Falls, New York 12801

The Best Keeps Getting Better.

(518)-792-9914

United Feature Syndicate • 200 Park Ave. • New York, N.Y. • (212) 557-2333

TITLES OF BY-LINED FEATURES

Knee Deep in Michigan—Arthur L. Anderson ... LNI
Knight At The Movies—Arthur Knight ... HRS
Knight News Wire ... KNT
Knight News Wire ... CTN
Knobs—Gary Bresacher ... UFS
Know How—Usborne ... FNS
Know The Weather ... EDC
Know Your Antiques—Ralph and Terry Kovel ... RTS
Krass & Bernie—G. Trosley ... OPS
Kudlaty's Cartoons—Ed Kudlaty ... NEA
Kwipsters—Roman Baltes ... PCF

L

Ladies First—Trixie Belmond ... WNS
***Laff-A-Day** ... KFS
Landmark Decisions—Martin J. Ross ... LAW
Lansky's Look—Bernie Lansky ... CNS
Larry's World From Punch—Larry ... SBP
Lars and June—Ray Rhamey ... RAY
***Latest Line**—Jim McCarthy ... CTN
Latin-American Art—Rafael Squirru ... ALA
***Latin-American View**—Arturo Uslar-Pietri ... ALA
***Latin Panorama**—Arturo Villar ... ALA
***Latin View Of The U.S.**—Carlos A. Montaner ... ALA
***Latin World**—Mariano Grondona ... ALA
***Laugh Time**—Bob Shroeter ... KFS
Laughable Laws—Lee Gall ... TWN
Laughing All The Way—Nine Diamond ... DIA
Lautens Column—Gary Lautens ... TSS
Law Briefs For Business—Martin J. Ross ... LAW
Law For Laymen—Jay Dee, J.D. ... TWN
Lawyer's Viewpoint—John Ritter ... LEG
Le Pacini On The Sport—Le Pacini ... LEP
Legal Briefs—John Ritter & Paul Levine ... LEG
Legal IQ—John Ritter & Paul Levine ... LEG
Legal Teasers—Paul Levine ... LEG
Leisurecrafts—Eunice Svimicki ... TWN
Leisure Time ... TVC
Lesson In English—C. Gordon ... SBP
Let's Ask The Cook—Carol McGarvey ... RTS
Let's Lose Weight ... SYN
Let's Make—Ben Corey ... HAR
Let's Sew ... KFS
Let's Stay Well—F. I. L. Blasingame, M.D. ... UFS
Let's Talk—Rev. Lee Truman ... CNS
Let's Talk About Your Car—Ray Hite ... ECS
Letters From Dad—Martin J. Ross ... LAW
Liberation Legislation—Libby Ration ... TWN
Life In The Suburbs—Al Smith ... SM
Lifestyle—Rita Harper ... HAC
Lifestyles:Fashion/Beauty/Interviews—Elkie Grossman ... NEA
Life Styles—Marian Christy ... UFS
Life With Robinson—Jerry Robinson ... CWS
Light Your Own Candle—Gerta Kay ... TWN
Limey At Large—Bryan Langton ... NWR
Listen, Bess—Bess Myerson ... CTN
Lit Bits—John Hardebeck ... TWN
Lit'ry Life—Bruce McCabe ... CTN
Little Dickens—Charlie Wible ... TWN
Little Farmer—Kern Pederson ... SM
***Little Iodine**—Bob Dunn & Hy Eisman ... KFS
Little Orphan Annie—Harold Gray ... CTN
Little Peoples Puzzle—Leo White ... UFS
Live Longer Be Happy—Charles Rehns ... REH
Living—Hal Holland ... SM
Living Off The Land—Marian Van Atta ... GER
Living Scriptures—Jack Hamm ... SM
Living Today—Joan O'Sullivan ... KFS
Living Words—Robert Silvio ... BAL
Liz Smith Column—Liz Smith ... CTN
L. M. Boyd—L. M. Boyd ... CRO
Lolly—Pete Hansen ... CTN
London Daily Mail Evening News, News Service ... ITP
London Daily Mail News Service ... ITP
London Daily Mirror Feature Service ... ITP
London Daily Mirror News Service ... ITP
London Sunday Mirror News Service ... ITP
London Sunday Mirror Feature ... ITP
London Sunday People Features ... ITP
Lonely Heart—Herc Ficklen ... AVA
Long Stretch—Harry Schwalb ... TWN
Look- and Feel-Your Best—
Mr. Physical Fitness of the USA—Paul Bernstein ... RBN
Look & Learn—Anne Sanders ... SBP
Look To The Stars—Laurie Keast ... TWN
Looking Great—Gloria Lintermans ... IPS
Lord, I Said—Hank Hartmann ... FAM
Los Angeles Times Crossword Puzzle—Margaret Farrar ... LAT
Los Angeles Times/Washington Post News Service ... LTWP
Lost Capitols—Ruth Gash Taylor ... TWN
Lou Edman Describes—Lou Edman ... EDM
Lou Grant Cartoon—Lou Grant ... LAT
Louis Ruckeyser Column—Louis Ruckeyser ... MCN
Louisa's Letter—Mrs. Hugo Sims Sr. ... EDC
Love Is . . .—Kim Grove ... LAT
Love Story—Faye Engler ... TWN
Low Down from the Congressional Record—
Joe Crump ... CRU
Lubor J. Zink—Lubor J. Zink ... SUN
Lucky and Able—Walter Pinter ... TWN
Lucille Rivers On Sewing—Lucille Rivers ... FNS
Lurie—Ranon Lurie ... KFS
Luther—Brumsic Brandon, Jr. ... LAT

M

M. Stanton Evans Column—M. Stanton Evans ... LAT
MacNelly—Jeff MacNelly ... CTN
Macpherson Cartoons—Duncan Macpherson ... TSS
Made Public—Marv. Arthur ... ARU
Maddox Column—Gaynor Maddox ... NEA
Madge the Badge—Albert Liederman ... TWN
Magic Carpet—Edward von Rothkirch ... TWN
Magic Carpet Over Broadway—Joe Kaliff ... AMF
Magicword ... MCN
Main Street—Ted Green ... PWF
Mainly For Seniors—John T. Watts ... CNS
Make It With The Kids—Keith Gordon ... TWN
Make People Like You—Lelord Kordel ... SPE
Makin' Things—Ed & Stevie Baldwin ... RTS
Man and Medicine—Irwin J. Polk, M.D. ... PAG
Managing Your Family's Money—Merle Dowd ... RTS
***Mandrake The Magician**—Lee Falk and
Fred Fredericks ... KFS
Manimals/The PAW Society ... ASI
Maps ... NEA
Map Madness—Robert W. Pelton ... TWN
Marianne Means' Washington—Marianne Means ... KFS
Marilyn Beck's Hollywood—Marilyn Beck ... UFS
Marilyn Manion—Marilyn Manion ... AMW
Mark My Words—Jim Fiebig ... UFS
Mark Russell Column—Mark Russell ... LAT
Mark Trail—Ed Dodd & Tom Hill ... FNS
Mark Trail's Outdoor Tips—Ed Dodd ... FNS
Market Place—Robert Metz ... NYT-NS
Marlette's Editorial Cartoon—Doug Marlette ... KFS
Marmaduke—Brad Anderson ... UFS
Martin's International Newsreel ... MAR
Marv.—Marv. Arthur ... ARV
Marvelous Fun & Games—Owan McCarron ... RTS
Marvin Kitman Column—Marvin Kitman ... LAT
Marv's Reply—Marv. Arthur ... ARV
Mary McGrory Column—Mary McGrory ... WSS
Mary Worth—Allen & John Saunders, Ken Ernst ... FNS
Mature World—Helen Lund ... TWN
Mauldin—Bill Mauldin ... FNS
Max Lerner Column—Max Lerner ... LAT
Max Rafferty Column—Dr. Max Rafferty ... LAT
Mazes ... SBP
Mazes Galore—W. Quinn ... OPS
McKenzie Porter—McKenzie Porter ... SUN
MD—James Whatley ... ITP
Medical Column—Lawrence E. Lamb, M.D. ... NEA
Medical Digest—Ed Orloff ... CRO
Medical Frontiers—Leonore Feinstein ... CHR
Medical Memo—Karen Carden ... TWN
Medical News and Features ... IMTS
Medicalia—M. W. Martin ... MAR
Medicine Chest—H. Boswell York, R. Ph. ... MCN
Medicine and the Law—Neil L. Chayet, J.D. ... IMTS
Medicine or Myth—Jeff Johnston ... BAL
Medifax and Fiction ... LUI
Meditation for Self-Improvement—Dr. Ishwar C. Sharma ... TWN
Mediterranean Kitchen—Dick Coder & Herm Shapiro ... TWN
Meltzer on Real Estate—Bernard Meltzer ... FNS
Memo To A Working Woman—Muriel Lederer ... RTS
Memo To Caesar—D. K. Woodman ... HPS
Memory Quiz—Donald Saltz ... QUF
Men's Fashions—Charles Hix ... NEA
Metric America—Lee Hutton ... CWF
Metric Facts—Lee Hutton ... CWF
Mickey Charles—Mickey Charles ... EF
***Mickey Mouse**—Walt Disney ... KFS
Mike Peters—Mike Peters ... UFS
Miko's Notebook—Bob Miko ... MNS
Miller, Dick New York, New York—Dick Miller ... GAR
Milo—Ronald Boerem ... BAL
Milt Dunnell—Milt Dunnell ... TSS
Milton Moskowitz Column—Milton Moskowitz ... LAT
Mind Matter—Dr. Leo M. Croghan ... FNI
Mind Your Money—Peter Weaver ... KFS
Mini Column ... NEA
Mini—Maps—John J. Westley ... DIS
Mini Movie Reviews ... CIN
Mini-Prayer—Rita Harper ... HAC
Minit Doodle—Louis Magila ... AF
Minority Human Relations—Dr. Alvin F. Poussaint ... BPS
Minority News Report ... BPS
Minute Mechanic—Ted Dee ... HAR
Miracle Gardening—J. Finletter ... SBP
Miracle Of Faith—Gertrude Katz ... TWN
***Mirror Of Your Mind**—John Conwell ... KFS
Mirrors Of Washington—Isabelle Shelton ... NANA
Misc. Photos ... SF
Mixed Nuts—Tony Marchese ... TWN
Ms And The MD—Robert Dunn, M.D. ... IPS
Ms. Augusta—Angus McGill & Dominic Poelsma ... UNP
Ms. Consumer—Georgia Jeffries ... TWN
Ms. Management—Lillian T. Drake ... TWN
Miss Peach—Mell Lazarus ... FNS
***Mr. Abernathy**—Ralston Jones and Frank Ridgeway ... KFS
Mr. Crabtree ... ITP
Mr. Digwell ... ITP
Mr. and Ms. Fixit—Don Courtney ... TWN
Mrs. Murphy—Martin Duffy ... TWN
Mr. Tweedy—Ned Riddle ... LAT
Modern Etiquette—Jane Sherrod ... SBP
Modern Medicine—Michael J. Halberstam, M.D. ... NYT
Modern Sherlock Holmes—Jane Sherrod Singer ... SBP
Modesty Blaise—Peter O'Donnell ... LAT
Modmor List—Sheldon Rose ... JPS
Momma—Mell Lazarus ... FNS
Money Matters—Dave Goodwin ... GWN
Money Matters ... TVC
Money Matters ... CNS
Money Watch—Carol Mathews ... LAT
Monthly Mention—Fred Dodge ... MM
Monthly news packet ... PRA
Monthly Review Of Loony Larcenies—
Meader G. Pattington ... TWN
Moon Mullins—Ferd & Tom Johnson ... CTN
***Moose Miller**—Bob Weber ... KFS
More For Your Money—Mike LeFan ... LEF
More For Your Money—Ben Tarris ... BAL
Morgan Journal—Neil Morgan ... CNS
Morty—Ray Sanchez ... RGA
Morrie Ryskind Column—Morrie Ryskind ... WSS
Mosaic—Jerry Fife ... TWN
Mossprints—Geoffry Moss ... WPW
Mothers Are People, Too—Shirley L. Radl ... TWN
Motion Pictures—Hans Holder ... EPS
Motley's Crew—Ben Templeton & Tom Forman ... CTN
Motorgade USA—Don O'Reilly ... AU
Motoworld—Bob Cutter ... THG
Motor Talk—Fred W. Kline ... CAP
Motor Tips—Stirling Moss ... SBP
Motor Tips ... OPS
Motorways—Frank Macomber ... CNS
Mountain Moments—K. Maynard Head ... MMP
Movie Memories—Ruth Wucherer ... TWN
Movie Reviews—Ron Pennington, Arthur Knight & Earl Davis ... HRS
Movies '78—Seth Cagin ... SIR
Music On Record—Homer F. Edwards Jr. ... LNI
Musical Notes—Jeff Lappe ... BAL
Musicphoto—James Riordan ... RPT
Mutt & Jeff—Al Smith ... MCN
Mutual Funds—Don G. Campbell ... UFS
My Answer—Billy Graham ... CTN
My Grandma—Donna Scott ... KFS
My Life With Raquel (Welch)—Patrick Curtis/John Austin ... HIS
My Success Story ... SBP
My Two Bits Worth—Roy Colby ... TWN

N

Naked i—George Reed ... TWN
Name Droppers—Wayne Colby ... TWN
NANA News Service ... NANA
NANA Pony Service ... NANA
Nancy—Ernie Bushmiller ... UFS
National Geographic News Features ... NGS
National Challenge—J. Baxter Newgate ... CTN
National Observer Crossword Puzzle—Charles Preston ... RTS
National Sampler ... UPI
National Security Affairs—Lt. Gen. Ira C. Eaker ... LAT
National Whirligig—Ernest Cuneo ... NANA
Nat'l Cartoon—David Boyd & Gus Wood ... MOR
Natural Foods—Susan Dart ... LAT
Nature's Kitchen—Mary S. Durkin ... UFS
N. B. A. Tipoff ... UFS
Neal Pierce Column—Neal R. Pierce ... WPW
Needlecraft Pattern Feature—Alice Brooks ... KFS
Needlecraft Pattern Feature—Laura Wheeler ... KFS
Needleplay—Erica Wilson ... CTN
Needlework Kit—Dorothy Brightbill ... APN
Neil Solomon, M.D., Ph.D.—Dr. Neil Solomon ... LAT
New Car Report—Doyle K. Getter ... AUT
New Ideas Products ... SA
New Scientist/New Society/News Features ... ITP
New Times Magazines ... NYT
New York News Crossword—Herb Ettenson (Editor) ... CTN
N.Y. Stage Review—Chas. Ryweck ... HRS
NYT Pictures Photo Service ... NYT-P
Newsfeatures ... NEA
News Focus—Charles Bartlett & Cord Meyer ... FNS
News-In-Color ... NEA
News Notes ... EDC
Newspictures ... UPIN
News Picture Service—Bernie Manley ... MOG
News Releases ... LUT
News Report ... SAF
News Report From Washington ... EDC
News Service ... GNB
News Views ... EDC
News Visuals ... NEA
NFL Game Plan ... UFS
Nicholas von Hoffman Column—Nicholas von Hoffman ... KFS
Nice Weekend—Joe Mahoney ... CSP
Nick Thimmesch Column—Nick Thimmesch ... LAT
Nine To Five Woman—Mary Margaret Carberry ... PRI
Nit Wit—Robert Thornton ... THF
Noodles—Robert Righetti ... BAL
Norbert—George Fett ... UFS
Norman Cousins Column—Norman Cousins ... LAT
Nostalgia Notes—Thurlow O. Cannon ... CAN
Norton Mockridge—Norton Mockridge ... UFS
Notes, Comments—Staff ... EDC
Notes from Abroad—Ferris Hartman ... CHR
Notes on Music—W. Sachs Gore ... PTF
Nothing But The Truth—Russ Arnold ... SM
Novel Oddities—Ed Wilkens ... TWN
Now!—Gene Loyd ... RTS
***Now See Here!**—Bert Bacharach ... KFS
Now You Know ... UPI
***Nubbin**—James Burnett and Henry Boltinoff ... KFS
Numerous Titles—Colin Dangaard ... INF
Numismatics—Joseph Zollman ... STA
Nutrition Cookbook—Philomena Corradeno ... KFS

O

O! Rats!—Jerry P. Cardona ... TWN
Observer—Russell Baker ... NYT-NS
Oddities of Animals—Dorothy Liermark ... TWN
Of All Places—Horace Sutton ... FNS
Of Arms and Men—Col. Robert D. Heinl ... NANA
Of Cabbages & Kings—John Lee ... TWN
Of Course, A Horse—Don Blazer ... CNS
Of Men And Women—Dr. Aaron Rutledge ... UNP
Offbeat Diary—Peter J. Horton ... NWS
Off Camera-TV Column ... CAS
Off the Beat—D. L. Stewart ... ASI
Off the Beaten Path—Vicky MacDonald ... BAL
Off The Beaten Track—Bernard Gelman ... GEL
Off The Record Page—Ed Reed ... RTS
Office Chatter—Harlan Wade ... TWN
Old Farmers Almanac ... UFS
Old Is Beautiful—Bill Piper ... BAL
Olderman Cartoons—Murray Olderman ... NEA
Olderman's Features—Murray Olderman ... NEA
Olga Knows—Patsy Milligan ... MLS
Omie The Shiek—Peter John Fugere ... TWN
On Gardening—John Bradshaw ... SUN
On Location—Robert Osborne ... HRS
On Movies—Clyde Gilmour ... TSS

TITLES OF BY-LINED FEATURES

On Needles and Pins—Carol L. Russell ... BAL
On Stage—Leonard Starr ... CTN
On The Farm Front—Sonja Hillgren ... UPI
On The Other Hand—John Douglas Paulus ... MCF
On The Right—William F. Buckley, Jr. ... WSS
On The Screen—Vincent Puleo ... TWN
On Wines—Bill Sonstein ... SON
Once Over Lightly—Nancy Stahl ... UNP
One For The Road—Kern Pederson ... TWN
One Great Dish—Roy Andries de Groot ... CTN
One-Lining Sports—LePacini ... LEP
One Man . . . And Medicine—Arthur M. Sackler, M.D. ... IMTS
One Minute Crossword—Richard Paxson, Jr. ... TWN
One Minute Sports Quiz—R. M. O'Cain ... EDC
One on One TV Sports Column ... CAS
One Psychiatrist Says—Dr. M. A. Hartman, M.D. ... TWN
1001 Stolen Jokes, Fillers, Gagfile—Sanford C. Payne Jr. ... PAY
One Woman's Voice—Lillian Africano ... PRI
One Woman's Voice—June Bingham ... PRI
One Woman's Voice—Priscilla Buckley ... PRI
One Woman's Voice—Jean Carper ... PRI
One Woman's Voice—Nikki Giovanni ... PRI
One Woman's Voice—Wauhilla La Hay ... PRI
One Woman's Voice—Clare Boothe Luce ... PRI
One Woman's Voice—Abigail McCarthy ... PRI
One Woman's Voice—Mary-Lou Weisman ... PRI
Only Yesterday—Donald Saltz & Ron Snider ... INT
O • O—Stan Meritakis ... MRT
Op Ed ... NEA-NYT
Open House—James M. Woodward ... CNS
Open Wide—V. Glaza D.D.S. ... SYN
Operating A Business From Your Home—Ron Reichart ... RJR
Opinion—Robert Segal ... SAF
Orben's Comedy Fillers—Robert Orben ... COC
Oriental Cookery—The Painless Way—J. Vincent Smith ... TWN
OTB—Las Vegas Track Line—Harvey Greenfield ... GRN
Other Hollywoods—Ferris Hartman ... CHR
Other Places, Other Times—Thomas Riley ... TWN
Otherwise—Tom Fesperman ... EF
Ottawa Report—Richard Gwyn ... TSS
Otto Sez—Frank Nickens ... HPS
Our Ancestors—Quincy ... SF
Our Boarding House—Les Carroll & Tom McCormick ... NEA
Our Children—Dr. Willard Abraham ... CNS
Our Constitution—David Kapley ... IND
Our Environment—Edward Flattau ... ART
Our Fascinating Earth—Dr. Phil Self & David Baer ... CNS
Our Film Folk—Herbert G. Luft ... JTA
Our Paper Boy—Kern Pederson ... TWN
Our Times—Smith Hempstone ... HEM
Our Vanishing Liberties—Omar V. Garrison ... SPE
Our Times—Smith Hempstone ... HEM
Out of Orbit—Herc Ficklen ... AVA
Outcasts—Ben Wicks ... TSS
Outdoor Life ... OPS
Outdoor Mini-Tips—Joe E. Buresch ... JEB
Outrider—Garry Wills ... UNP

P

Palmer Method—Arnold Palmer ... UFS
Panorama—David Schwartz ... JTA
Paperback Guide—Martin Levin ... APN
Parade of Books—Ralph Hollenbeck ... KFS
Parade Of Homes ... HOM
Parents' Corner—Dr. Jamie Quintanilla ... TWN
Parody Press—Donna Parker ... TWN
Parson Jones—Rev. Jones ... MCN
Passport To Everywhere—Ron Butler ... CF
Pat Buttram Sez—Pat Buttram ... CAP
Pat Oliphant Cartoon—Pat Oliphant ... LAT
Pat's Pointers—Pat Trexler ... FNS
Patchwork & Quilting—Kathy Faryon ... CWF
Patents Column—Stacy Jones ... NYT-NS
Pattern Party ... KFS
Patterns & Needlework ... NEA
Patterns & Pointers—Polly Cramer ... NEA
Paul Conrad Cartoon—Paul Conrad ... LAT
Paul Harvey News—Paul Harvey ... LAT
Paul Hellyer—Paul Hellyer ... SUN
Paul Szep—Paul Szep ... UNP
PBS Images ... TVC
PBS In The Spotlight ... TVC
Peanuts—Charles M. Schulz ... UFS
Pedal Pushers—Jaroslav Woycecho ... TWN
Pee-Wee—Jerry Iger ... PF
Pennsylvania Avenue—Benjamin Shore ... CNS
Penny Thoughts—Michael Fortuna & Jackie Spears ... AF
Penpoints: Handwriting Analysis—Edmund Curil ... BAL
People and Problems—Martin J. Ross. ... LAW
People and Values—Andrew Greeley ... UNP
People Etc. ... MIA
People In Washington—Mike Feinsilber ... UPI
People Page ... NEA
People Talk ... UPI
People's Doctor—Dr. Robert Mendelsohn ... CTN
People's Voice—Dick Edwards ... NWR
Perkins—John Mills ... RTS
Personal Health—Jane Brody ... NYT-NS
Pete Hamill—Pete Hamill ... CTN
Peter Panic—Lo Linkert ... SBP
Peter's People—Laurence J. Peter ... MAN
Peter Worthington—Peter Worthington ... SUN
Philatelic News—Gustav Detjen, Jr. ... DET
Photo Feature Service—Staff ... NIES
Photo Feature Service ... SUN
Photo Feature ... SUN
Photo Files/General ... BAS
Photo Files/Show Business ... BAS
Photo Info—Bill Baughman ... BAU
Photo Kinks—Roger & David Litz ... TWN
Photo Service ... RNS
Photo Talk—Gerard Resjkind ... CWF
Photoday—Martin ... SAW
Photographs ... LUT
Photography—Irvine Brace ... MIL
Photos ... CSP
Phyllis Mitchell's Column—Phyllis Mitchell ... MIT
Pick Of Punch ... IAT
Pics Trix—Kathy Simpson ... BAL
Picture of Health ... LUI
Picture Show ... APN
Pike Peeks—Charles Pike ... TWN
Pinup Photos—Arthur S. Green ... GRE
Pisces—Eddy Eka ... CNS
Pistachios—Sematones ... SBP
Pixies—Jack Wohl ... UFS
Plant Talk—Teresa Brent ... BAL
Plants In The Home—Elvin McDonald ... KFS
Platter Patter—Jeanne Harrison ... CF
***Play Better Golf—With Jack Nicklaus**—Jack Nicklaus ... KFS
Playback—Joel McNally ... SMP
Playback—Tom Von Malder ... TWN
Plympton—Bill Plympton ... PLY
Pocket Cartoons—London Daily Mirror ... ITP
Point of Law—Ritter & Levine ... LEG
Point of View—Don Freeman ... CNS
Point of View—Morton J. Gaba ... SAF
Points On Pets—H. P. Jans D.V.M. ... CNS
Poemricks—Steve McKinstry ... EF
Political Tidbits & Outrages—Wm. A. Leavell ... ERS
Politics Today—Jack Germond & Jules Witcover ... CTN
Polly's Pointers—Polly Cramer ... NEA
***Ponytail**—Lee Holley ... KFS
Pop, Rock & Soul—Irwin Stambler ... NWR
Pop Scene Service—Barbara Lewis ... UFS
***Popeye**—Bud Sagendorf ... KFS
Pops—George Wolfe ... SM
Popular Records—William D. Laffler ... UPI
Ports Of Call—Edw. H. Sims ... EDC
Postal Panorama—Mathew Bowyer ... TWN
Postal Views—Barbara White ... NUM
Postcards—Stan Delaplane ... CHR
Pot Luck—Don Alexander ... ARU
Pot Shots—Ashleigh Brilliant ... CTN
Potomac Ethics—Les Kinsolving ... MCN
Power of Faith—Woodi Ishmael ... APN
Premier Crossword Puzzle with Cryptoquips—Jo Paquin ... KFS
Press Passing—Jim James ... JDL
Pricewatch ... TSS
Prime Time—Cy Brickfield ... ARP
Prime Time Tips—Paul Henniger ... LAT
Priscilla's Pop—Ed Sullivan ... NEA
***Prince Valient**—Hal Foster ... KFS
Prison Rap—J. Barney ... SAW
Prize Crosswords ... EF
Prizeweek Puzzle ... UFS
Pro Basketball Ratings—Bill Lee ... MOS
Pro Basketball Forecast—Bill Lee ... MOS
Pro Football Forecast—Mort Olshan ... MOS
Prof. Weatherwise—Rick Wilson ... WLS
Professor Narin—Robert Righetti ... BAL
Profile—Rita Harper ... HAC
Programmers Service—Sheldon Rose ... JPS
Project Plan Of the Week—Jean-Paul Saint-Michel ... LAT
Prominent Designer Dress Pattern Feature ... KFS
Promising Patents And Products ... LUI
Pro Tips ... TSS
Pros & Kahns—J. Kesner Kahn ... AMW
PSST—J. Maddox ... SBP
P.S. To The News—Phyllis Schlafly ... CNS
Psychic Forum—Rev. Woods Mattingly ... TWN
Psycho Ecology—Martin ... SAW
Psychology '78/'79—Dr. Neil Macdonald ... TWN
Punch Line ... CSP
Pungent Prayer—Phil E. Pierce ... PUN
Pure Fluff—Emalene Shepherd ... TWN
Puzzle Cards—Steve Ryan ... CNS
Puzzles and Games ... ITP

Q

***Queenie**—Phil Interlandi ... KFS
Question Box—Father John Dietzen ... NCF
Quincy—Ted Shearer ... KFS
QuizAmerica—Patrick Reardon ... SMP
Quote Acrostic—Charles Preston ... LAT
Quote/Unquote ... NEA

R

R. Cobb—R. Cobb ... SAW
Racing Sports—Jim McCulley ... PCC
Racing World—Harvey Shapiro ... ASI
Ralph de Toledano Column ... CNS
Rambling Reporter—Hank Grant ... HRS
Random Time Machine—Doane Hoag ... CF
Rated G—Lucinda ... NPS
Ray Wilson on B'way—Ray Wilson ... NEW
Read & Remember—Darrell McClure ... OPS
Reader Specials ... KFS
Readers World—Arthur Brickman ... BRI
Real Estate—Chris White ... BAL
Real Estate (Fillers)—Howard Shonting ... RER
Real Estate Book Review—Robert J. Bruss ... REF
Real Estate Book Reviews—Howard Shonting ... RER
Real Estate Business—Howard Shonting ... RER
Real Estate House Calls—Edith Lank ... RHC
Real Estate Law and You—Robert J. Bruss ... REF
Real Estate Notebook—Robert J. Bruss ... REF
Real Estate Mailbag—Robert J. Bruss ... REF
Real Estate Q.&A.—Howard Shonting ... RER
Real Names/Reel Names—Buddy Basch ... BAS
Real World—George Nobbe ... KFS
Recipe—Sarah Sheridan ... EDC
Record Levels—Itsi Mi ... MSF
Record Rap—Tom Reed ... WOR
Record Reviews—Dick Kelleher ... RCR
Records & Tapes ... IMN
***Redeye**—Gordon Bess ... KFS
Reed Larson Column—Reed Larson ... RTW
Reel Facts—David Campbell ... LEP
Reel Talk—Nat S. Neillo ... RAI
Religion and The Times—Jesse H. Merrell ... MER
Religion in America—David E. Anderson ... UPI
Religion ... CNS
Religion In Review ... RNS
Religious Drawings—Jack Hamm ... REL
Religious News Reports ... RNS
Report From America ... UPI
Revolutantry Revolving Puzzles—Merab Hoke ... TWN
Rex Morgan, M.D.—Dr. N. P. Dallis/ Frank Edgington/Marvin P. Bradley ... FNS
Rex Reed—Rex Reed ... CTN
Rhyme Time—Cecil Forristal ... TWN
Ribbets—David Ball ... TWN
Rick O'Shay—Marian Dern & Mel Keefer ... CTN
Ringaround Word Games—Jack Fitch ... OPS
***Rip Kirby**—John Prentice and Fred Dickensen ... KFS
***Ripley's Believe It Or Not!** ... KFS
Ripley's It Happened In Canada—Gordon Johnston ... TSS
Rivets—George Sixta ... FNS
Robert J. Wagman—Robert J. Wagman ... NANA
Robert's Rules—Robert Thornton ... THF
Robbins Filler Service ... ROB
Robin's World—Robin Robinson ... PRI
Rock—James Riordan ... RPT
Rockchart ... RPT
Rock Music—Bruce Meyer ... UPI
Rock Pile—Stokes Walesby & Al Cuniff ... UFS
Rock, Pop—James Riordan ... RPT
Rock Talk—Lisa Robinson ... FNS
Rock Tracks ... MCN
Rock Trivia—James Riordan ... RPT
Rockasters List—Sheldon Rose ... JPS
Rocket Shots—Rod Laver ... UFS
Roderick Mann Column—Roderick Mann ... LAT
Rollie's Route—Ross E. Bunch ... ASI
Rolling Stone ... KFS
Room & Board—G. A. Bennett ... RGA
***Ronald Reagan**—Ronald Reagan ... KFS
Roschkov Cartoons—Vic Roschkov ... TSS
Roscoe Drummond Column—Roscoe Drummond ... LAT
Rube From Trube—Phyllis Maxwell ... TWN
Rules of Golf—Norman G. Meyers ... MEY
Rules of the Road—Warren Post ... TWN
Run For Your Life—Dr. Art Mollen ... DDS
Rural Delivery—Al Smith ... SM
Rural Route—Walter Ball ... MIL

S

Saddle Sores—George Albitz ... TWN
***Sam and Silo**—Jerry Dumas & Mort Walker ... KFS
Samantha Reads Your Stars—Sue Reed ... SF
Sanders—Bill Sanders ... FNS
Sandy—James Unwin ... HPS
Satire By Wald—William Wald ... TWN
Save Time & Money—Ann Frances Dolan ... SF
Say It Straight!—Victor Lasky ... NANA
***Scamp**—Walt Disney ... KFS
Scholastic Youth Poll ... NYT
Schorr—Bill Schorr ... CTN
Science—Margaret Williams ... EPS
Science For You—Bob Brown ... LAT
Science Today—Al Rossiter, Jr. ... UPI
Scientific Topics—Alan N. Queen ... PWF
Scott's World—Vernon Scott ... UPI
Scrabble Grams—Judd Hambrick ... UFS
Scramble Steps—CJB Jr. ... BAS
Scram—Lets—Clay Pollan ... MCN
Scrawls—S. C. Rawls ... NEA
Scripps-Howard News Service ... UFS
Seabreezes—Lucile Aldrich ... SEA
Seaweed—Johnny Sajem ... TWN
***Secret Agent Corrigan**—Al Williamson & Archie Goodwin ... KFS
Seek And Find ... CRO
Self-Help to Charm—Harriet Carlson ... HC
Selling Short—Ken Ross, Don Raden ... UNP
Selling To The Government—Porter B. Williamson ... MSC
Sen. George D. Aiken Column—Sen. George D. Aiken ... IPS
Senator Soaper—Sandy Teller ... NANA
Senior Citizens Corner ... CSP
Senior Forum—Paul Hightower ... LAT
Senior on the Hill—Bob Westgate ... DPR
Senior Update—Vivienne Bodean ... SF
7 Errors—F. Hayes ... SBP
Sew Biz(c)—Juka C. McCombs ... COE
Sew Simple—Eunice Farmer ... RTS
Sew What's New—Sandra Kelly ... UNP
Sew With Flair—Sandra Betzina ... CHR
Sewing Sense—Eleanor Lee ... CF
Shanghai Lil—Sarge O'Neill ... SOU
Share A Date—Frank Finney ... TWN
She—Eleanor Lambert ... FNS
Sheinwold On Backgammon—Alfred Sheinwold ... LAT
Sheinwold On Bridge—Alfred Sheinwold ... LAT
Shelby Lyman On Chess—Shelby Lyman ... BCF
Shifting Sands—Gloria James ... TWN
Shirley Lord—Shirley Lord ... FNS
Shoe—Jeff MacNelly ... CTN
Shoe Full A Chaff—John H. Shropshire ... SHR
Shooting Stars—Jerry Windle ... CNS
Shopping Aisle ... TVC
Shopping The World—Rosellen Callahan ... EES
Short Ribs—Frank Hill ... NEA
Short Story Cartoons—B. Shirvanian ... SBP
Short Stuff—Jack Flynn ... TWN
Short Takes ... SF
Shorts ... NEA
Shorts & Fillers ... APN
Show Beat—Dick Kleiner ... NEA
Show Biz—Herb Bridges ... MOR
Show Biz—Flash Fairfield ... EF
Show Time ... EF
Shows To Watch—Paul Henniger ... LAT
Sid Ascher's World—Sidney Ascher ... ASC
Side Glances—Gill Fox ... NEA

TITLES OF BY-LINED FEATURES

Sign-O-Rama—M. W. Martin ... MAR
Sing No Sad Song—Maxine Jensen ... TWN
Single File—Susan Deitz ... LAT
Silver Lining—Rabbi Samuel Silver ... SAF
Single Parent on the Hill—Bob Westgate ... DPR
Singles Scene U.S.A.—Dorothy Pincus ... TWN
Sister Anne—Peter John Fugere ... TWN
60 Second Sermons—Fred Dodge ... MM
Sketches—Ben Burroughs ... LAT
Ski Like the Experts—J. Beck ... BRK
Skiing—Jean Claude Killy ... UFS
Skipper—Ron W. Stainfield ... TWN
Slim Chance in a Fat World—Richard B. Stuart & Barbara Davis ... MAN
Slim Gourmet—Barbara Gibbons ... UFS
Small Business—Mark Stevens ... STE
Small Business Taxes & Money—Mark E. Battersby ... CLI
Small Business Tips—John Dvorak ... TAG
Small Fry Diary—Nonnee Coan ... COA
Smart Chart—Herb Stansbury ... LAT
Smiles ... EDC
Smoke From Jeannie's Lamp—J. Barney ... SAW
Snap Shots—Jeff Johnston ... BAL
Snappy Filler Service ... SFS
Snappy Grampy—Lyle Sterrett ... TWN
Soap Opera Scene—Steven H. Scheuer ... KFS
Soccer—Joe Marcus ... SCI
Soccer Shots—Irma Ganz Miller ... SA
Solunar Tables—Jacqueline Knight ... RTS
Solve A Crime—C. Gordon ... SBP
Sound Country ... TVC
Sounding—Tom Von Malder ... TWN
Sounds—Rob Patterson ... NEA
Sound Track—Dianne Bennett ... HRS
Soverign State of Affairs—Boyd & Wood ... MOR
So What?—LePacini ... LEP
Space Age—Frank Macomber ... CNS
Space Shots—Emil V. Abrahamian ... TWN
Spadea Hair—Paul Hamlin ... SPS
Spanish Crossword Puzzle—Alfaro ... KFS
Spanish Crossword Puzzle—Ramos ... KFS
Speaking of Angeles—Jessie Bennett ... TWN
Speaking of Sports ... CNS
Speaking of Your Health—Dr. Lester L. Coleman ... KFS
Special Diets—June Roth ... ROJ
Special Moments in Sports—Le Pacini ... LEP
Spin Off—Harold Fuller ... NWR
Splitsville—Frank Baginski ... LAT
Sport & Recreation—Irma Ganz Miller ... SA
Sportin' Life—The Week That Was—Denis Harrington ... TWN
Sporting Life—Ben Templeton & Tom Forman ... CTN
Sports Cartoons—Allan Maver ... KFS
Sportscramble—Leo White ... WHI
Sports Hot Line—Mickey Herskowitz and Steve Perkins ... UNP
Sports File ... TVC
Sports Flashback—Clifton H. Murlin ... MUR
Sports From The Pressbox—Red Lakeland ... MCN
Sports I.D. ... TVC
Sportsman's Digest—Hal Sharp ... LAT
Sports Of The Times—Dave Anderson ... NYT-NS
Sports Of The Times—Red Smith ... NYT-NS
Sports Parade—Milton Richman ... UPI
Sports . . . Postpaid—Irma Ganz Miller ... SA
Sports Profile For The Week ... TVC
Sports Quiz—Dick Wright ... MCN
Sports Quiz—Cross—Al Power ... YPL
Sports Rules—Damell Gary ... DAR
Sports Scene ... SA
Sports Scene—Jimmy McDonald ... MCF
Sports Special—Al Ray ... CSP
Sports Stories—Howard Siner ... NEA
Sports Unlimited ... CNS
Sportsville—Thomas E. Moran ... TWN
Spotlite Service ... UFS
Spot News Features—R. I. Queen/B. A. Queen ... PWF
Stamp News From America—Julius Weiss ... WEI
Stamp Nook—Ronald Anders ... AR
Stamping Around The World—Lee Blauvelt ... CNS
Stamps—Joseph Zollman ... STA
***Stan Smith's Tennis Class**—Stan Smith ... KFS
Stanley—Murray Ball ... UNP
Starcast—Antoinette May ... CHR
Star Gazer—Clay Pollan ... MCN
Star Gazing—Robert E. Allen ... STG
Star Hawks—Ron Goulart & Gil Kane ... EF
Star Interviews—June Finletter ... SBP
Starscope—Clare Annswell ... SM
Starship ... TSS
Star Stanzas—Selma Glasser ... GLA
Star Tracking—Jeanne Avery ... FNS
Star Warriors—F. Treadgold ... SBP
Star Weevils—J. Michael Leonard ... RIP
Status Quo—Charles Wible ... LYN
Stay Alive Longer—LeLord Kordel ... SPE
Stayskal—Wayne Stayskal ... CTN
Stay Young!—Michelle McGarrett ... RBN
Staying Ahead—Jane Bryant Quinn ... WPW
Staying Healthy—Dr. Clarke Hankey ... MCF
***Steve Canyon**—Milton Caniff ... KFS
Steve Canyon—Milt Caniff ... FNS
Steve Roper—Willkam Overgard & Allen & John Saunders ... FNS
Stitchin' Time (Knitting)—Judy Love ... NEA
Stichin' Time (Sewing)—Joanne Schreiber ... NEA
Stitching Witchery—Betty W. Kinser ... CNS
Stock Charts ... UPIN
Stock of The Week (Electronic Evaluator) ... CTN
Stock Price Forecast—Frederick G. Gahagan ... GHR
Stoker The Broker—Henry Boltinoff ... WSS
Stop Killing Yourself—Peter Steincrohn, M.D. ... MCN
Storiettes—Dr. A.P.S. Sweet ... FNI
Straight Talk—Tom Anderson ... AMW
Strange Destines—J. Macklin ... SBP
Strange Tales From Far Away Places—Kay Ward ... TWN
Strength For The Day—Elisha Douglass ... CF
Strictly Business—Dale McFeatters ... FNS
Strictly Classical—King Durkee ... CNS
Strictly For Dads—Dr. Charlie Shedd ... UNP
Strictly For Laughs—Joey Adams ... CF
Strictly Personal—Sydney J. Harris ... FNS
Styles For Men—Paul Hamlin ... SPS
Subhuman Relations—T. Perew ... TWN
Suburbia—Don Raden ... SF
Successful Investing—David R. Sargent ... LAT
Sugar—Dr. Robert Gill ... TWN
Sugar—Robert Gill ... NFS
Sugar and Spice—Elinor K. Ross ... AF
Sunday Crossword—Eugene Maleska ... NYT
Sunday Laughs—Paul Swede ... SBP
Sunday School Lesson—Elisha Douglas ... CF
Sunday School Lesson—Mrs. J. R. Waller ... EDC
Sunday Stock Market Chart (Long Term Trend)—Charles E. Carden ... STO
Super Handyman—Al Carrell ... KFS
Superheroes—Paska/Tuska/Colletta ... CTN
Super Kat—W. L. Harper ... TWN
Super and Pals—Blackburn & Thomas ... TWN
Super Quiz ... CNS
Super Shrink—Dr. Edward Stark ... TWN
Support the Church Series—G. Walton Lindsay ... KEA
Susie Mac—Val Winsey ... UFS
Suzy Says—Aileen Mehle ... CTN
Swinging Prophet—Robert-Lucas ... WOR
Synergy '78 ... FNS

T

T D Contest—Games, Inc. ... TWN
Taking A Chance—Ron Reichart ... RJR
Talking About TV ... TVC
Tank McNamara—Jeff Millar/Bill Hinds ... UNP
Tarzan—Edgar Rice Burroughs ... UFS
Tasty Tales—Charles Rehns ... REH
Taxation: Myths and Realities—George Break ... CBN
Tax Tips—Mark Stevens ... STE
Taylor Jones Caricatures—Taylor Jones ... LAT
Teaching Pro—Don Leary ... LAT
Tech Talk—Dick Cowan ... KFS
Teddy & Terry—Robert Frederico ... TWN
Teen Forum—Jean Adams ... UFS
Teen Scene—Ted Dee ... HAR
Teenage Driving Tips—Jane Sherrod ... SBP
Teenage Corner—Elke & David ... TEE
Teen-Age Mail ... RIC
Teenage Travel—Todd Lewis ... JPS
Teen-Agers Say—Lester Rand ... YOU
Tee Vee Laffs—Cliff Rogerson ... UFS
Tele-Log ... EF
Tele-Puzzle ... UFS
Tele-Visions—Richard Hack ... HBS
Television Highlights—Frances M. Knox ... DIC
Television In Review—Joan Hanauer ... UPI
Teleword—Jo Ouellet ... LAT
Tell Me Why—A. Leokum ... WSS
Tellin' It Like It Is ... AMW
Tennis Anyone—Dyke Hendrickson ... TWN
Tennis Cartoons—Earl Engleman ... SBP
Terrie's Terrors—Ralph Bunch & Walter Tobin ... TWN
Terse Verse—Anthony Carter ... OPS
Test Pattern TV Crossword Puzzle ... CAS
Test Your ESP—John Prinkney ... FSF
Test Your Horse Sense—Chester Allen Marshall ... CTN
Test Your Humor—Herbert V. Prochnow ... TWN
Test Yourself—Jane Sherrod Singer ... SBP
That's Life—Ann Gray ... TWN
That's Life—Buddy Basch ... BAS
The Aces—Ira G. Corn, Jr. ... UFS
The Adventures of Energy Whizz—Miriam Lafleur ... CWF
The Amazing Spider-Man Daily—Stan Lee/John Romita ... RTS
The Amazing Spider-Man Page—Stan Lee/ John Romita ... RTS
The Arts—Robert Fulford ... TSS
The Astronits—Pat Anderson ... AND
The Average American—Lowell Smith ... RTS
The Barnstormers—Frank Tabor ... TWN
The Best Of The Week ... AMW
The Bermuda Triangle—Charles Berlitz ... DDS
The Better Half Daily—Ruth Barnes ... RTS
The Better Half Page—Ruth Barnes ... RTS
The Black Athlete—Jeff Meyers ... SMP
The Bob Harmon Football Forecast—Bob Harmon ... HFF
The Born Loser—Art Sansom ... NEA
The Bosleys—John Stees ... UFS
The Brain Trust—Jack Roman ... PCF
The Butcher—Merle Ellis ... CHR
The BYRDS—Vance Rodewalt ... TSS
The Camera Never Blinks—Dan Rather & Mickey Herskowitz ... SMP
The Captain & Mandy—Steve Kell ... UNP
The Carden Report ... STO
The Chargers—Ross E. Bunch ... TWN
The Christian Science Monitor News Service ... RTS
The Coin Box—Norman M. Davis, NLG ... NMD
The Coin Box—Gary Palmer ... CNS
The Culinary Corner—Joyce Pollack ... CUL
The Daily Crossword—Herb Ettenson, Editor ... CTN
The Dividing Line—Patrick J. Buchanan ... CTN
The Doctor Says:—W. P. Sykes, M.D. ... RBN
The Dynamic Body—Karen Lustgarten ... TWN
The Earls' Beat—Garth Gamblin ... TWN
The Economist ... UFS
The Economy Today—Herbert Stein ... UFS
The Family Circus Daily—Bil Keane ... RTS
The Family Circus Page—Bil Keane ... RTS
The Family Forum ... TVC
The Fearless Spectator—Charles McCabe ... CHR
The Flop Family—George O. Swanson ... KFS
The Formula—Dr. Ed Nigh & Stark Research Co. ... UNP
The Girls—Franklin Folger ... FNS
***The Gossip Column**—Robin Adams Sloan ... KFS
The Grape Press—Edgar Soussé ... BAL
The Great Job Hunt—Sanford L. Fox ... TWN
The Great/Kandel Report—Philip Greer & Myron Kandel ... EF
The Great Life—George Christy ... HRS
The Green Thumb—George Abraham ... TGT
The Hawk—Rod Maxwell ... PF
***The Heart of Juliet Jones**—Stan Drake ... KFS
The High Road to Business—Charles Rehms ... REH
The Home Executive—Janie Graybill ... TWN
The House Doctor—Herman Baum ... RTS
The Human Comedy—Benno Isaacs & Dr. Jack Gross ... TWN
The Illustrated Bible ... KFS
The Jewish Future—Alan Caruba ... INP
The Jogger Sez—Bill Piper ... BAL
The Kids—Joe E. Buresch ... JEB
***The Katzenjammer Kids**—Mike Senich ... KFS
The Last Word—Fred Surace ... TWN
The Law Brief—Martin J. Ross ... LAW
The Law Clinic—Martin J. Ross ... LAW
The Legal Way—Edward J. Demson ... CNS
The Legacy of the Blues—Samuel Charters ... SMP
The Leisure Craftsman—Phyllis Fiarotta ... KFS
The Lighter Side—Dick West ... UPI
***The Little Woman**—Don Tobin ... KFS
***The Lockhorns**—William Hoest ... KFS
The Lumpets—Malcolm Hancock ... WSS
The Male Mid-Life Crisis—Nancy Mayer ... DDS
The Malpractitioners—John Gunther ... DDS
The Managerial Woman—Drs. Margaret Hennig and Anne Jardim ... DDS
The Market Day By Day—(Short Term Trend)—Chart by Carden ... STO
The Maze—Susan Wilson ... WLS
The Mini-Gourmet—Shelia Sandy ... SF
The Mini Page—Betty Debnam ... UNP
"The Missing Links"—Holly Fuller ... CWF
The Mixer—Clarice Anders ... AR
The Moral Angle—Willkam Lester ... LES
The Most Successful Man's Secrets—Hal D. Steward ... TWN
The Mother Earth News—John Shuttleworth ... RTS
The Moxie Memo—D. B. Shaw ... TWN
The Name Game—Ken Hecht ... NGC
The News Business—Charles B. Seib ... WPW
The Northern Prospective—Michael J. McManus ... MCM
The Observer ... NYT
The Other Side—Dorothy Richey ... RBN
The Part Time Gardener—James B. Nelson ... FNI
The Pepper Mill—Matthew Conroy ... NWR
The Penny-Wise Traveler—Jane Morse ... KFS
The Pet Parade—William Patterson ... PET
The Pet Set—Doug & Jean Borgstedt ... BOR
***The Phantom**—Lee Falk and Seymour Barry ... KFS
The Philatelic Journalist—Gustav Detjen, Jr. ... DET
The Phoenix Nest—Martin Levin ... APN
The Political Estate—Dick Ratliff ... TWN
The Power Of The Mind—Benno Isaac & Dr. Jack Gross ... TWN
The Presidency: Up Close—Ralph C. Wunder ... TWN
The Private Eye—David Handler ... NEA
The Psychic Invasion—Wayne Lundberg ... TWN
The Reviewer—Books, Records,Films & Tapes ... TWN
The Ripoffs—George Hartman ... LYN
The Rolling Stone Premium Service ... KFS
The RV Trail—V. Lee Oertle ... IPS
The Ryatts—Jack Elrod ... FNS
The Scene—Robert Edward Curtis ... GSM
The Screening Room—Vince Staten ... ASI
The Sentinel—Jeannette Szulec ... SYN
The Shroud Of Turin—Ian Wilson ... DDS
The Skies Today—Bailey R. Frank ... SKI
The Small Society—Morrie Brickman ... KFS-WSS
The Smart Life—David Chagall ... TWN
The Smith Family—George Smith ... WSS
The Sons Of Liberty—Richard Lynn ... LYN
The Spacers—Emil V. Abrahamian ... TWN
The Sports File—Emil V. Abrahamian ... TWN
The Sporty Ones—Court Alderson ... SM
The Stage of Fashion—Princess Kay & Others ... TWN
The Stamp Scene—Mark Kellner ... NWR
The Stars and Your Future—Madame Ann ... BAL
The Steam Room—Bud Furillo ... IPS
The Steering Column—Bob Cutter ... THG
The Sunday Crossword—Herb Ettenson, Editor ... CTN
The Sunday Times Of London Service ... KFS
The Teaser—R. Lee Simpson ... BAL
The Teen Scene ... TVC
The Traveler's World—Paul J. C. Friedlander ... TTW
The Treadwells—Bob Bugg ... CTN
The U.S. and You—William Steif ... NEA
The View From The Top—Milton Rockmore ... ROC
The Visible Woman—Janet Lowe ... CNS
The Way It Is—Richard A. Lake ... TWN
The Weather And You—Carl Riblet, Jr. — ... INO
The Week Ahead Movies ... TVC
The Week In Finance—Tom Mulaney ... NYT-NS
The Week in Religion ... RNS
The Weekly Short Story—Sidney Du Broff ... GPL
The Wine Rack—Bianca St. John ... MCN
The Wizard Of Id—Brant Parker/John Hart ... FNS
The Woks—Dick Ling ... TWN
The Wonderful World Of Animals—Frank Miller, D.V.M. ... KFS
The Wonderful World Of Stamps—Gustav Detjen, Jr. ... DET
The World in Focus—William R. Frye ... FRY
The Word of God ... PRB
The World Of Books—Miskit Takada ... RBN
The World Of Real Estate—Howard L. Shonting ... RER
The World Of Steve Allen—Steve Allen ... IPS
The Worry Clinic—Dr. George W. Crane ... HPS
The Years Ahead ... TVC
The Youthful View Point—Lester Rand ... YOU
The Zoo—Jack Bonestell ... ASI
Theatre World—Glenne Currie ... UPI
Theme Crossword ... EF
Theme Song—Steven P. Freedman ... TSE
There Oughta be a Law—Warren Whipple & Frank Borth ... UFS
These Days—John Chamberlain ... KFS
They'll Do It Everytime—Bob Dunn & Al Scaduto ... KFS
Things—Miv Schaaf ... SCH
Things That Matter—George Plagenz ... UFS

TITLES OF BY-LINED FEATURES

Things To Do—Carole Rollins ... TWN
Things Your Mother Never Taught You—Charlotte Slater & Jim Reitz ... UNP
Think Spot 3-in-1 Puzzle ... AF
Thinking Slim—Jean Nidetch ... SF
Third World Affairs—Qamar Hasnain ... TWF
This Day In History—Ralph Hollenbeck ... KFS
This Funny World ... MCN
This Is Sport—Court Alderson ... SM
This Learning World—Richard Meisler ... TLW
This 'n That—Barbara Allison ... SF
This Week In Astrology—Bernice Bede Osol & Elmarine Hamratty ... NEA
Thomas' Roll Call Report (Your congressman's votes reported weekly)—R. G. Thomas ... ROL
Those Browns—Bill Murray ... MFS
Those Were The Days—Art Beeman ... SM
Thought For Food—Gould Crook ... CSP
Thought In Passing—Charles Cuppet ... TWN
Thoughts ... NEA
Thoughts Of Man—William Summers and Jim Ivey ... CTN
Through The Looking Glass ... NPS
Tid-Bits—Charles H. Dennis ... TWN
***Tiger**—Bud Blake ... KFS
Tigo (Crossword Puzzle) ... WAR
***Tim Tyler's Luck**—James R. Young ... KFS
Time Capsules—Frank Morgan ... TWN
Time Of Your Life—Jack Smith ... UFS
Time Out—Jeff Keate ... FNS
Timeless Fillers ... CNS
Timeless Tidbits ... AMW
Tiny Times—Brint Schorer, Jr. ... TIN
Tip Off—The Rip Off—Sylvia Cronin ... CFS
Tips For Trips—Rosellen Callahan ... EES
Tips From the Tour—Arnold Palmer ... UFS
Tips on Tables—Ray Wilson ... NEW
To Be Equal—Vernon Jordan Jr. ... CNS
To Pick Up A Dull Conversation—Richard Bauman ... TWN
To The World's Horizons—Henry Alexander ... TWN
To Your Good Health—Dr. George C. Thosteson ... FNS
Tobe Says—Tobe ... FNS
Today In New York—Ray Wilson ... NEW
Today Is—Ray Cruse ... LYN
Today Is The Day ... ITP
Today's Books—John Pinkerman ... NWS
Today's Chuckle—Tom & Beulah Collins ... LAT
Today's Crossword ... UFS
Today's Great American—Will Aikson ... ASI
Today's Teens—Lester Rand ... YOU
Today's Woman In Today's World—Dorothy Richey & Patricia Bosch ... RBN
Today's World—David Brown ... KFS
Today's Youth—Patrick Dudgeon ... CSP
Tom Braden Report—Tom Braden ... LAT
Tomorrow Scene—Darnell Gary ... DAR
Tom Teepen Commentary—Tom Teepen ... ASI
Tom Tiede/National Correspondent—Tom Tiede ... NEA
Toppix—Edwin Fisher ... CTN
Tornado—Rick Wilson ... WLS
Trade Winds—Lou Schneider ... NANA
Travel—Murray J. Brown ... UPI
Travel—John Pinkerman ... NWS
Travel—Ida Fried ... EPS
Travel—Steven Ross ... IMN
Travel Addict—Kay Cassill ... TWN
Travel Along—The Bascomes ... BA
Travel & Leisure—Bob Nesoff ... GSM
Travel Box (What's Doing In) ... NYT
Travel Facts—Landt & Lisl Dennis ... PFI
Travel Line ... TVC
Travel Log—Dave Goodwin ... GWN
Travel News & Notes—George G. White ... FEA
Travel Whirl—Buddy Basch ... BAS
Travel With Hermes—Ray Wilson ... NEW
Travels Around America—Harrison Salisbury ... SMP
Treasure Trove—Frank Albro ... TWN
***Treasury Of Classic Tales**—Walt Disney ... KFS
Trim's Arena—Hal Trim ... UNP
Trip Tips—Marie Mattson ... MAT
Trivia ... CSP
Trivia—Chris Riley ... CF
Trivia-Teasers—Gene Herndon ... UFS
Trixie ... SM
***Trudy**—Jerry Marcus ... KFS
Trudy Engel In Washington, D.C.—Gertrude Engel ... LNI
***True Crimes And Mysteries Series**—William T. Brannon ... KFS
Truth—Paul Swan ... SBP
Truth For Today: Let's Ask the Bible—A. G. van Campen ... GLS
Tucker—Joe Martin ... FNS
Tumbleweeds—Tom K. Ryan ... UFS
Tune In—Bobbie Ashley ... SPS
Tune In Tomorrow—Jon—Michael Reed ... EF
Turf Tips—Ronald J. Reichart ... TWN
Turn-Ons ... CSP
Turnstile Testers—Denis Harrington ... TWN
TV Booklets ... UFS
TV Booklets ... TVW
TV Color Front Cover Photo ... TVC
TV Commentary—Bente Christensen ... EDC
TV Crosswords ... EF
TV Data Local Listings ... TVD-UFS
TV Data Features ... TVD
TV Data Guids ... TVD-UFS
TV Data Rolling Logs ... TVD-UFS
TV Dial-ogue—Pepper O'Brien ... UFS
TV Features ... TVC
TV Film Source Service ... UFS
TV From A Woman's View Point—Marcia Michels ... AMF
TV Editorial Package ... TAP
TV IQ ... TVC
TV Key Previews, Mailbag, Movie Reviews—Steven H. Scheuer ... KFS
TV Listings ... TVC
TV Listings ... TVD
TV Magazine ... TAP
TV Mail Bag ... TVC
TV Mailbag—Thom Mead ... CNS
TV Mailbag Question/Answer ... CAS
TV Movies ... TVC
TV Parade—Joan Crosby ... SF
TV People ... UFS
TV Personality (Profile) ... TVC
TV Photos ... TVC
TV Printed Supplements ... TVC
TV Profile—Vernon Scott ... UPI
TV Puzzle ... TVC
TVQ—Jerry Appleton ... TSS
TV Scout—Joan Crosby/Dick Kleiner/Pepper O'Brien ... EF
TV Spotlight ... EF
TV Spotlight Photos ... UFS
TV Starscramble ... WHI
TV Star Scene ... UFS
TV Starscreen Puzzle—Al Kilgore & Martin Linehan ... UFS
TV Supplements ... UFS
TV Supplements ... TVW
TV Tangle—Gene Herndon ... UFS
TV Tattle—Joan Geoghegan ... UFS
TV Teaser ... EF
TV Testpattern ... EF
TV Timeline Gossip Column ... CAS
TV Time Previews—Dan Lewis ... UFS
TV Time/TV Day Magazine Service ... CAS
TV Time/TV Day Feature Service ... CAS
TV Today—Bernie Harrison ... WSS
TV View—Frances M. Knox ... DIC
TV Week Ahead Sports ... TVC
TV Week Features ... UFS
TV Week Photos ... UFS
Tween 12 and 20—Dr. Robert Wallace ... CNS
Twitch—Howard Rands ... SM
2 Minute Meditation—A. Blake ... SBP
Two-Minute Mysteries—Donald J. Sobol ... TM

U

U-Bild—Steve Ellingson ... UB
U-Nutty Nations—Tom Kukic ... TWN
Uncle Charlie—Peter Laing ... WSS
Uncle Ray's Column—Ramon Coffman ... FNS
Uncommon Conversations—Philip Nobile ... UNP
Under Twenty—Kurt Lassen ... CF
Understanding Insurance: A Consumer's Guide—Ray E. Carden ... TWN
Unipix ... UPIN
Unipix ... UPI
Unlikely Letters—Bernard Williams ... SM
Uri Geller Column—Uri Geller ... MCN
Us Magazine ... NYT
US News And World Report ... NYT

V

Variety Oddity Coin Collecting—F. G. Spadone ... SPA
Various Titles—Jack Murphy ... CNS
Video Cross ... UFS
Vidio Vignettes—Marcia Michels ... AMF
View—Frances M. Knox ... DIC
View From Parliament Hill—George Bain ... TSS
Viewers Voice ... TVC
Village Square—Chuck Stiles ... SM
VIP Medical Grapevine—Ruth Nathan Anderson ... VMG
Virgil Pinkley ... IPS
Virginia Payette—Virginia Payette ... UFS
Visage—Don Burchett ... CRO
Voice From The Woods—Walter Gormley ... GRM
Von Mabels' Backpacking—Sheridan Anderson ... RIP

W

Wagner Column—Philip Wagner ... WAG
Walking Around With Sydney DuBroff—Sidney DuBroff ... GPL
Wallflowers ... SF
Washington Calling—Marquis Childs ... UFS
Washington Dateline—Patty Cavin ... RBN
Washington Feedback—Dorothy Marks ... WNS
Washington Insight—Joseph Kraft ... FNS
Washington Interviews—Malvina Stephenson ... WNS
Washington Journal—Robert J. Wagman ... NANA
Washington Journal ... CNS
Washington Merry-Go-Round—Jack Anderson ... UFS
Washington Notes ... EDC
Washington Report—Bogdan Kipling ... TSS
Washington Wash ... AMW
Washington Welter—Jesse H. Merrell ... MER
Washington Window ... PRA
Watch Your Language—Lydel Sims ... CF
Watch This Space—Carolyn Nolte—Watts ... UNP
Watching TV—Richard Sullivan ... BAL
We Americans—Richard Crowald ... UPI
We Hold These Truths—Jeff MacNelly & Ross MacKenzie ... UFS
Weather Maps ... UPI
Weather Maps & Forecast ... UPIN
Webster Classics—H. T. Webster ... SM
Wee Pals—Morrie Turner ... UFS
Week Ahead Specials ... TVC
Weekend Chuckle—Tom & Beulah Collins ... LAT
Weekly News Packet ... PRA
Weekly Page of Features ... SM
Weekly Page of Comics ... SM
Weekly Program Photo Highlights ... TVC
Weekly Sex Clinic—Dr. Harry Croft ... SMP
Weekly Short Stories ... OPS
Westell's Canadian Report—Anthony Westell ... TSS
Whatever Happened To—Buddy Basch ... BAS
What Life Has Taught Me ... SBP
What Next—Paul Hamlin ... SPS
What Your Dreams Mean—Dr. Dale Angst ... TWN
What's Ahead For Southern Business—Lawrence H. Shaw ... TWN
What's Happening In Radio & Television—Michelle McGarrett ... RBN
What's In Store—Joan Watson ... TSS
What's New ... CSP
What's Next!?—R. G. ... IPS
What's News—Wm. A. Leavell ... ERS
What's On Television ... UPI
What's The Law?—Jack Strauss ... UFS
What's Up ... NEA
What's Your Verdict—Paul Levine J.D. ... CNS
Wheel of Fortune—Marvin Silvermintz ... TWN
Wheels—Jon Blummer ... ASC
Wheels ... WSS
Where Are They Today?—Jess Hoaglin ... TWN
Where Are You Now—Chuck Beebe & Dick Brumley ... CNS
Where Is A Line—Bess Wallace ... TWN
Where In The World—Mary Comara ... TF
Where You Live—B. Rita Cannon ... BAL
Whizword ... CWF
Who Knows ... EDC
Who Started It?—Dorothy Liermark ... TWN
Who Was That Lady ... MCN
Whozit—John Prinkey ... FSF
Why Be Bored?—Lilian Taylor ... TAY
Why Grow Old?—Josephine Lowman ... RTS
Wilderness Wisdom—Wayne Calloway ... MAL
Wilkins Column—Roy Wilkins ... RTS
Will Rogers Says—Bryan Sterling ... RTS
William Beecher—William Beecher ... NANA
William Raspberry Column—William Raspberry ... WPW
William L. Ryan—William L. Ryan ... NANA
Wilson's Western Humor—Jim Wilson ... WWH
Wine—Bob Hosmon & John Knoblock ... MIA
Wine Connoisseur—Robert Lawrence Balzer ... LAT
Wine Drinker—Tom Gable ... CNS
Wine Primer—Mark Pugner ... TAG
Wine Scrapbook—Mary Lester ... LES
Winetaster's Choice—Harold Bearak ... WTC
***Winnie the Pooh**—Walt Disney ... KFS
Winnie Winkle—Max Bibber and Henry Raduta ... CTN
Winnie Witch and The Giant Potato—Adamakos & Rogers ... CWF
Winning Ways—Charles Rehns ... REH
Winthrop—Dick Cavalli ... NEA
***Wishing Well** ... KFS
Wisdom In The Street—Charles Rehns ... REH
With A Smile—Jack Adler ... TWN
Witness in Philadelphia ... SMP
Woman's World—Patricia McCormack ... UPI
Woman's World ... TVC
Womenpoll ... UNP
Women Poll ... WMP
Women's News Service ... WNS
Women's Pages—Dina Dellale ... EPS
Women's Way To Travel—Rosellen Callahan ... EES
Women's World—Princess Kay ... TWN
Women's World—Iris Hartman ... WNS
Wonderful World of Animals—Dr. Frank Miller, D.V.M. ... CHR
Wonderlust—Anne Mathre Graham ... PRE
Wonder Wart Hog—Gilbert Shelton ... RIP
Wonderword—Jo Ouellet ... LAT
Woodsies—Robin ... TWN
Woody's World—Bill Potter ... UFS
Word-A-Day—Mickey Bach ... FNS
Word Cage Puzzle—Tracy St. John ... SF
Word Game—Kathleen Saxe ... UFS
***Wordplay** ... KFS
***Word Sleuth** ... KFS
Words In The News—M. J. Saperstein ... TWN
Words, Wit & Wisdom—William & Mary Morris ... UFS
Wordy Gurdy—Tricky Ricky ... UFS
Work Environment ... PRA
Working—Jack F. Bryson ... TWN
Working Mothers—Jean Curtis ... DDS
Working Woman—Niki Scott ... UNP
World Almanac Questions & Answers ... NEA
World Heritage—Nicholas Liacakos ... MCF
World News Summary ... UPI
World Of Coins—Barbara White ... NUM
World of Music—Robin Welles ... CNS
World of Psi—Claire Huff ... ART
World Of Stamps—Joseph H. Pompey ... TWN
World Spotlight—Don Kampel ... ARU
Would You Believe—Robert W. Pelton ... TWN
Wright Angles—Larry Wright ... EF
Write On—Virgil Pinkley ... CNS

Y

Yard Yarns—George Brown ... BAL
Yardley Jones Cartoons—Yardley Jones ... CWF
Year in Religion ... RNS
Years Ahead—Ghita Levine ... WNS
Yesterday's Stars Today—Nancy Anderson ... CNS
Yogi Bear—Hanna-Barbera Productions ... MCN
You And The Law—Canadian—Dan Batchelor ... SUN
You And The Law—Dan Batchelor ... SUN
You And The U.S.A.—Albert B. Gerber, J. D. ... TWN
You And Your Car ... TVC
You And Your Money—Judith G. Rhoades ... CNS
You Can Fix It—Walt Trag ... SBP
You Can Read Puzzles—Walt Trag ... SBP
You In The Church—The Church In You ... WIL
You Know You Really Love Them When—Miv Schaaf ... SCH
You, Your Child And Entertainment—David Nydick ... DAN
You, Your Child And School—David Nydick ... DAN
You, Your Child And Sports—David Nydick ... DAN
Young And Healthy Always—Dr. Frank Falkner ... LAT
Young Hobby Club—Robert Cleveland ... FNS
Young Ideas—Dick Young ... CTN
Young World—Tom Lennon ... NCF
Your Auto And You—Doyle K. Getter ... AUT
Your Birthday—Stella Wilder ... UFS
Your Car—Eugene Milmoe ... LAT
Your Car—Ray Stapely ... TSS
Your Daily Paper—Read It-Use It—Kern Pederson ... TWN
Your Family Decorator—Carleton Varney ... FNS
Your Fashion Image—Charlotte Wilkinson ... YFI
Your Green Thumb—Dennis Cleary ... TWN
Your Handwriting Tells—Dorothy St. John Jackson ... CNS
Your Home—Carolyn S. Murray ... LAT

TITLES OF BY-LINED FEATURES

Your Home—Build And Improve—John D. Bloodgood & Angustus Suglia ... KFS
Your Home—Buying & Selling It—I. H. Paige ... KON
Your Horoscope—Jeane Dixon ... LAT
Your Horoscope Forecast—Dolores Pyle ... PYL
Your Horoscope Guide—Gina Ceaglio ... CNS
Your Horrorscope—D. B. Shaw ... TWN
Your Immediate Future—Ed Orloff ... CRO
***Your Individual Horoscope**—Frances Drake ... KFS
Your Life And Mine—Phyllis Mitchell ... MIT
Your Medicare—Eugene Miller ... MLN
Your Medicine Chest—Jerome J. Jarvis ... WOR
Your Mind In Action—Thomas J. Majerski ... TWN
Your Money—Pat Fellows ... TSS
Your Money's Worth—Sylvia Porter ... FNS
Your New Way Of Life—Joan Walker ... TWN
Your Personal Biorhythm—Bernie Gittelson ... UNP
Your Photos—Albert Moldvay ... LAT
Your Sexual Self—Linda L. Hendrickson ... TWN
Your Social Security ... CNS
Your Stars This Week—Stella Wilder ... UFS
Your Taxes—Mark E. Battersby ... CLI
Your Week Ahead—Dr. Damis ... CSP
***You're Getting Closer**—Patte Wheat/Dale Hale ... KFS
You're Sew Right—Dale Cavanagh ... SPS
You're The Detective—E.K. ... BAL
Youth Clinic ... TSS
Youth On The Go—Randy Mink ... MIK

Z

Zane Grey's Best Short Stories & Books ... OPS
Zanies—J. Maddox ... SBP
Zeke ? Jenny—Martin Taggert ... TWN
Ziggy—Tom Wilson ... UNP
Zig-Zag—Steve Ryan ... CNS
Zingers—John Broudhecker ... AF
Zodiyaks—John Prinkey ... FSF
Zoonies—Craig Leggett ... NEA-EF
Zumwalt/Bagley Report—E. R. Zumwalt, Jr. & Worth Bagley ... LAT

SYNDICATED FEATURES LISTED BY AUTHORS, ARTISTS

A

Abraham, George—The Green Thumb ... TGT
Abraham, George—The Green Thumb Question Box ... TGT
Abraham, Dr. Willard—Our Children ... CNS
Abrahamian, Emil V.—Space Shots ... TWN
Abrahamian, Emil V.—The Spacers ... TWN
Abrahamian, Emil V.—The Sports File ... TWN
Adamakos & Rogers—Winnie Witch & The Giant Potato ... CWF
Adams, Anne—*Dress Pattern Features ... KFS
Adams, Cindy—Cindy Says ... UFS
Adams, Jean—Teen Forum ... UFS
Adams, Joey—Strictly For Laughs ... CF
Adams, Sally & Jim—Get Your $ Worth ... MCN
Adilman, Sid—Eye on Entertainment Canadian ... TSS
Adler, Jack—With A Smile ... TWN
Adler, Jane—Indoor Gardening ... FNS
Adler, Joseph—Destination ... ADL
Africano, Lillian—One Woman's Voice ... PRI
Ahern, Margaret—Our Parish ... NCF
Ahern, Margaret—Speck ... NCF
Aiken, Sen. George D.—Sen. George D. Aiken Column ... IPS
Aislin—Aislin Political Cartoons ... TSS
Albitz, George—Saddle Sores ... TWN
Albro, Frank—Treasure Trove ... TWN
Alderson, Court—The Sporty Ones ... SM
Alderson, Court—This is Sport ... SM
Alderson, George—Crutches-Cane-Wheelchair ... ALD
Aldrich, Lucile—Seabreezes ... SEA
Alexander, Don—Humoresque ... ARU
Alexander, Don—Pot Luck ... ARU
Alexander, Herb—Fix It ... NEA
Alexander, Henry—To The World Horizons ... TWN
Alexander, Holmes—Holmes Alexander Column ... MCN
Alexander, J.—Cartoons ... UFS
Alfaro—Spanish Crossword Puzzle ... KFS
Allen, Robert E.—Star Gazing ... STG
Allen, Steve—The World of Steve Allen ... NEA
Allision, Barbara—This 'n That ... SF
Allison, Will—Today's Great American ... ASI
Alma—Ask Alma ... SF
Alwyn, Martin—Ask Anybody Anything ... NANA
American Library Association—About Books ... NEA
Amidon, Kathryn—Beauty Bits ... WOR
Amory, Cleveland—Amory's People ... LAT
Anastasi, April—Fads & Fashions ... ASC
Anders, Clarice—The Mixer ... AR
Anders, Ronald—Coin Notes ... AR
Anders, Ronald—Stamp Nook ... AR
Anderson, Arthur L.—Knee Deep in Michigan ... LNI
Anderson, Brad—Grandpa's Boy ... SM
Anderson, Brad—Marmaduke ... UFS
Anderson, Carolyn—Collectors' Items ... AMW
Anderson, Dave—Sports of the Times ... NYT-NS
Anderson, David E.—Religion in America ... UPI
Anderson, Jack—Jack Anderson's Weekly Special ... UFS
Anderson, Jack—Washington Merry-Go-Round ... UFS
Anderson, Jennifer—Ask Jennifer ... LAT
Anderson, Nancy—Hollywood Hotline ... CNS
Anderson, Nancy—Yesterday's Stars Today ... CNS
Anderson, Pat—Astronits ... AND
Anderson, Ruth Nathan—VIP Medical Grapevine ... VMG
Anderson, Sheridal-Von Mabels'—Backpacking ... RIP
Andrews, Hank—Afield & Afloat ... WLS
Anderson, Tom—Straight Talk ... AMW
Andriola, Alfred—Kerry Drake ... FNS
Angle, Martha & Robert Walters—In Washington ... NEA
Angst, Dr. Dale—What Your Dreams Mean ... TWN
Annswell, Clare—Starscope ... SM
Anthony, Dart/Loy, Damon—Entertainment World ... TWN
Anthony, Noel—Continental Diary ... NANA
Appleton, Jane & William Appleton—How Not to Split Up ... DDS
Appleton, Jerry—TVQ ... TSS
Ardito, Jim—Fightin' Mad ... ASI
Armstrong T.—Famous Caricatures ... OPS
Arnett, Grace-Marie—Capitol Cames ... CNS
Arnold, Henri—Ching Chow ... CTN
Arnold Henri & Bob Lee—Junior Jumble ... CTN
Arnold, Henri & Bob Lee—Jumble ... CTN
Arnold, Jud—Green Talk ... CWF
Arnold, Russ—Nothing But the Truth ... SM
Arriola, Gus—Gordo ... UFS
Arthur, Marv.—Made Public ... ARU
Arthur, Marv—Marv ... ARU
Arthur, Mary—Marv's Reply ... ARU
Ascher, Sidney—Growing Older with Sidney Ascher ... ASC
Ascher, Sidney—Sid Ascher's World ... ASC
Asher, Jim/Phil Evans—Channel Jockeys ... ASI
Ashley, Bobbie—Tune In ... SPS
Athens, Eve—Adams' Rib ... TWN
Austin, John—Hollywood's Unsolved Mysterns ... HIS
Austin, John—Inside Hollywood ... HIS
Austin, John/Patrick Curtis—My Life With Raquel (Welch) ... HIS
Austin, Norman—Freighter Travel ... HIS
Auth, Tony—Auth Cartoons ... WPW
Avery, Jeanne—Star Tracking ... FNS
Axelbank, Albert—Dateline Moscow ... NANA

B

Bach, Mickey—Word-A-Day ... FNS
Bachman, Dr. David—Dr. Jock ... CTN
Bachrach, Bert—*Now See Here! ... KFS
Bacon, James—Hollywood Hotline ... UFS-NANA
Baer, David & Dr. Phil Seff—Our Fascinating Earth ... CNS
Baginski, F.—Cartoonmix ... CAM
Baginski, Frank—Splitsville ... LAT
Bagley, Worth, H. & E.R. Zumwalt, Jr.—Zumwalt Bagley Report ... LAT
Bailey, Rev. A. Purnell—Daily Bread ... LAT
Bailey, Debbie—Answers to Letters I Get ... BAL
Bain, George—View From Parliament Hill ... TSS
Baker, Jim—Ben Hardy ... PIO
Baker, Jim—As You Were ... PIO
Baker, Russell—Observer ... NYT-NS
Bald, Ken—*Dr. Kildare ... KFS
Baldrige, Letita—Contemporary Living ... LAT
Baldwin, Ed and Stevie—Makin' Things ... RTS
Ball, David—Ribbets ... TWN
Ball, Murray—Stanley ... UNP
Ball, Walter—Rural Route ... MIL
Baltes, Romen—Kwipsters ... PCF
Balzer, Robert Lawrence—Wine Connoisseur ... LAT
Baranik, Gary—Authors & Books ... BAR
Barash, Norma—Cooking ... JTA
Barnes, Ruth—The Better Half Daily ... RTS
Barnes, Ruth—The Better Half Page ... RTS
Barney, J.—Prison Rap ... SAW
Barney, J.—Smoke From Jeannie's Lamp ... SAW
Barry, Dan—*Flash Gordon ... KFS
Barry, Seymour & Lee Falk—*The Phantom ... KFS
Barsotti, Charles—Broadsides ... LAT
Bartlett, Charles & Cord Meyer Focus—News Focus ... FNS
Basch, Buddy—Army Funnies ... BAS
Basch, Buddy—Celebritee-Hees ... BAS
Basch, Buddy—Help, Police! ... BAS
Basch, Buddy—Real Names/Reel Names ... BAS
Basch, Buddy—That's Life ... BAS
Basch, Buddy—Travel Whirl ... BAS
Basch, Buddy—Whatever Happened To ... BAS
Basch, CJB Jr.—Scramble Steps ... BAS
Bascomes, The—Along The Camping Trail ... BA
Bascomes, The—Along The Food Trail ... BA
Bascomes, The—Along The Wine Trail ... BA
Bascomes, The—Travel Along ... BA
Baskin, Bob—Answerback ... UFS
Basset, Gene—Gene Basset ... UFS
Batchelor, Dan—You And The Law ... SUN
Batchelor, Dan—You And the Law—Canadian ... SUN
Bateson, Thomas A.—Collector's Corner ... UFS
Batiuk, Tom—Funky Winkerbean ... FNS
Battelle, Phyllis—Assignment: America ... KFS
Battersby, Mark E.—Hobby/Business World ... CLI
Battersby, Mark E.—Small Business Taxes & Money ... CLI
Battersby, Mark E.—Your Taxes ... CLI
Battista, Dr. O.A.—Health Today ... SBP
Baughman, Bill—Exploring with Your Camera ... BAU
Baughman, Bill—Foto-Book Review ... BAU
Baughman, Bill—Photo Info ... BAU
Baum, Herman—The House Doctor ... RTS
Bauman, Richard—To Pick Up A Dull Conversation ... TWN
Baur, Don/Phil Pastoret—Christmas Strip ... NEA
Beale, Betty—Betty Beale's Washington Letter ... FNS
Bearak, Harold—Winetasters' Choice ... WTC
Beard, James A.—Beard on Food ... WSS
Beaudoin, Mike—Green & Grassy ... BEA
Beck, Marilyn—Marilyn Beck's Hollywood ... UFS
Becker, B. Jay—B. J. Becker's Contract Bridge ... KFS
Bee, Noah—Editorial Cartoon ... JTA
Beebe, Chuck & Dick Brumley—Where Are You Now ... CNS
Beecher, William—William Beecher ... NANA
Beeman, Art—Those Were The Days ... SM
Bell, Brenda—Cliches ... ASI
Belmont, Trixie—Ladies First ... WNS
Bellemy, Frank—Garth ... ITP
Bendel, Peggy—Behind the Seams ... SF
Blennet, Mary Alice—A Little Prayer ... AF
Bennett, Dianne—Soundtrack ... HRS
Bennett, G. A.—Room & Board ... RGA
Bennett, Jessie—Speaking of Angels ... TWN
Bentley, Carole—Hair Care ... ITP
Berke, Dr. Melvyn & Joanne Grant—After Divorce ... RTS
Berlitz, Charles—The Bermuda Triangle ... DDS
Bernstein, Paul (Mr. Physical Fitness of USA)—Look . . . and Feel Your Best ... RBN
Bernstein, Theodore M.—Bernstein on Words ... NYT
Berrill, Jack—Gil Thorp ... CTN
Berry, Jim—Berry's World ... NEA
Berthel & Simonsen—Junior Editors ... APN
Bess, Gordon—*Redeye ... KFS
Betancourt, Hal—Advertising Basics ... BET
Betzina, Sandra—Sew With Flair ... CHR
Bibber, Max Van & Henry Rudata—Winnie Winkle ... CTN
Bilko—Car Crazy ... SBP
Billings, E.R.—High Road-Low Road ... TWP
Bingham, June—One Woman's Voice ... PRI
Birmingham, Stephen—Certain People: America's Black Elite ... SMP
Birnbaum, Stephen—Birnbaum ... CTN
Bishop, Gerry—House Plans ... UFS
Bishop, Jim—*Jim Bishop: Reporter ... KFS
Blackburn & Thomas—Super and Pals ... TWN
Blake, A.—2 Minute Meditation ... SBP
Blake, Bud—*Tiger ... KFS
Blaker, Karen, Ph.D—Choices ... NEA
Blasingame, Dr. F.J.L.—Let's Stay Well ... UFS
Blauvelt, Lee—Stamping Around The World ... CNS
Blazer, Don—Of Course, A Horse ... CNS
Blinn, Johna—Celebrity Cookbook ... LAT
Block, Herbert L.—Herblock ... FNS
Blockson, Charles—Black Genealogy ... SMP
Bloodgood, John D. & Augustus Suglia—Your Home—Build and Improve ... KFS
Blumenfeld, Harold & Cottin, Lou—Growing Older ... NEA
Blummer, Jon—Wheels ... ASC
Bock, J.—Hitting The Slopes ... BRK
Bock J.—Ski Like The Experts ... BRK
Bodeau, Vivienne—Senior Update ... SF
Boerem, Ronald—Bad Libs ... BAL
Boerem, Ronald—Cartoons ... BAL
Boerem, Ronald—Conversations With A Martian ... BAL
Boerem, Ronald—Milo ... BAL
Bok, Chip—Bok Cartoons ... ASI
Bollen, Roger & Gary Peterman—Catfish ... CTN
Bollen, Roger—Animal Crackers ... CTN
Bollen, Roger—Catfish ... CTN
Bollen, Roger—Funny Business ... NEA
Boltinoff, Henry & James Burnett—*Nubbin ... KFS
Boltinoff, Henry—Stoker The Broker ... WSS
Bombeck, Erma—At Wit's End ... FNS
Bond, Julian—Julian Bond At Large ... BPS
Bonestell, Jack—Baloney ... ASI
Bonestell, Jack—The Zoo ... ASI
Boody, Shirley B.—Eat Yourself Slim ... CNS
Borgstedt, Doug—Cartoons ... CNS
Borgstedt, Doug & Jean—The Pet Set ... BOR
Boro, Len—Cartoons ... CNS
Borth, Frank & Warren Whipple—There Ought Be A Law ... UFS
Bosch, Patricia/Richey, Dorothy—Today's Woman In Today's World ... RBN
Bosco, Antoinette—The Bottom Line ... NCF
Bothwell, Angela & Ford—Camping Family Style ... SF
Bottel, Helen & Sue—Helen Bottel ... KFS
Bouchard, Lucille—Beauty Is ... BOU
Bourjaily, Monte F. & Staff—Everyday Editorials ... GLS
Bowen, Charles and Barbara Jones—Beautiful! ... AF
Bowman, Bob—Flashback on Canada ... SUN
Bowyer, Mathew—Postal Panorama ... TWN
Boyd & Wood—Apple Pie ... MOR
Boyd & Wood—Natl. Cartoon ... MOR
Boyd & Wood—Sovereign State of Affairs ... MOR
Boyd, L. M.—L. M. Boyd Column ... CRO
Brace, Irvine A.—Photography ... MIL
Braden, Tom—Tom Braden Report ... LAT
Bradford, Barbara Taylor—Designing Woman ... LAT
Bradley, Marvin P., Edgington, Frank/Dallis, Dr. N. P.—Rex Morgan, M.D. ... FNS
Bradshaw, John—On Gardening ... SUN
Bramson, Betty—Bramson's World ... TWN
Brand, Chas. J.—Entertainment Whirl ... BAS
Brandon, Brumsic, Jr.—Luther ... LAT
Brannon, Wm. T.—*True Crimes and Mysteries Series ... KFS
Bransford, Audie—Jest For Laffs ... TWN
Break, George—Taxation: Myths and Realities ... CTN
Breisacher, Gary—Knobs ... UFS
Brennan, Francis—Graphic Commentary ... NIES
Brenner/Melham—Elwyn ... RTS
Breslin, Jimmy—Jimmy Breslin ... CTN
Brett, Carl—Bridge ... GIN
Brickfield, Cy—Prime Time ... ARP
Brickley, Terry—Handicapsules ... MAN
Brickman, Arthur—Readers World ... BRI
Brickman, Morrie—The Small Society ... WSS
Brickman, Morrie—The Small Society ... KFS
Bridges, Herb—Show Biz ... MOR
Brightbill, Dorothy—Needlework Kit ... APN
Brilliant, Ashleigh—Potshots ... CTN
Broder, David S.—David S. Broder Column ... WPW
Brody, Jane—Personal Health ... NYT-NSK
Broersma, Susan—Happy Cooker ... BAL
Brooks, Alice—Needlecraft Pattern Feature ... KFS
Brooks, Carroll Ann—Book Look ... NWR
Brooks, Dick—Jackson Twins ... MCN
Brothers, Dr. Joyce—*Ask Dr. Brothers ... KFS
Broudhecker, John—Zingers ... AF
Brown, Amery—Braintwister ... OPS
Brown, Bill & Casson, Mel—Boomer ... UFS
Brown, Bob—Science For You ... LAT
Brown, David—Today's World ... KFS
Brown, George—Yard Yarns ... BHL
Brown, Murray J.—Travel ... UPI
Brown, William Ph.D—Family Under Stress ... FUS
Browne, Dik—*Hagar the Horrible ... KFS
Browne, Dik & Mort Walker—*Hi and Lois ... KFS
Brumley, Dick & Chuck Beebe—Where Are You Now ... CNS
Bruss, Robert—Real Estate Law—and You ... REF

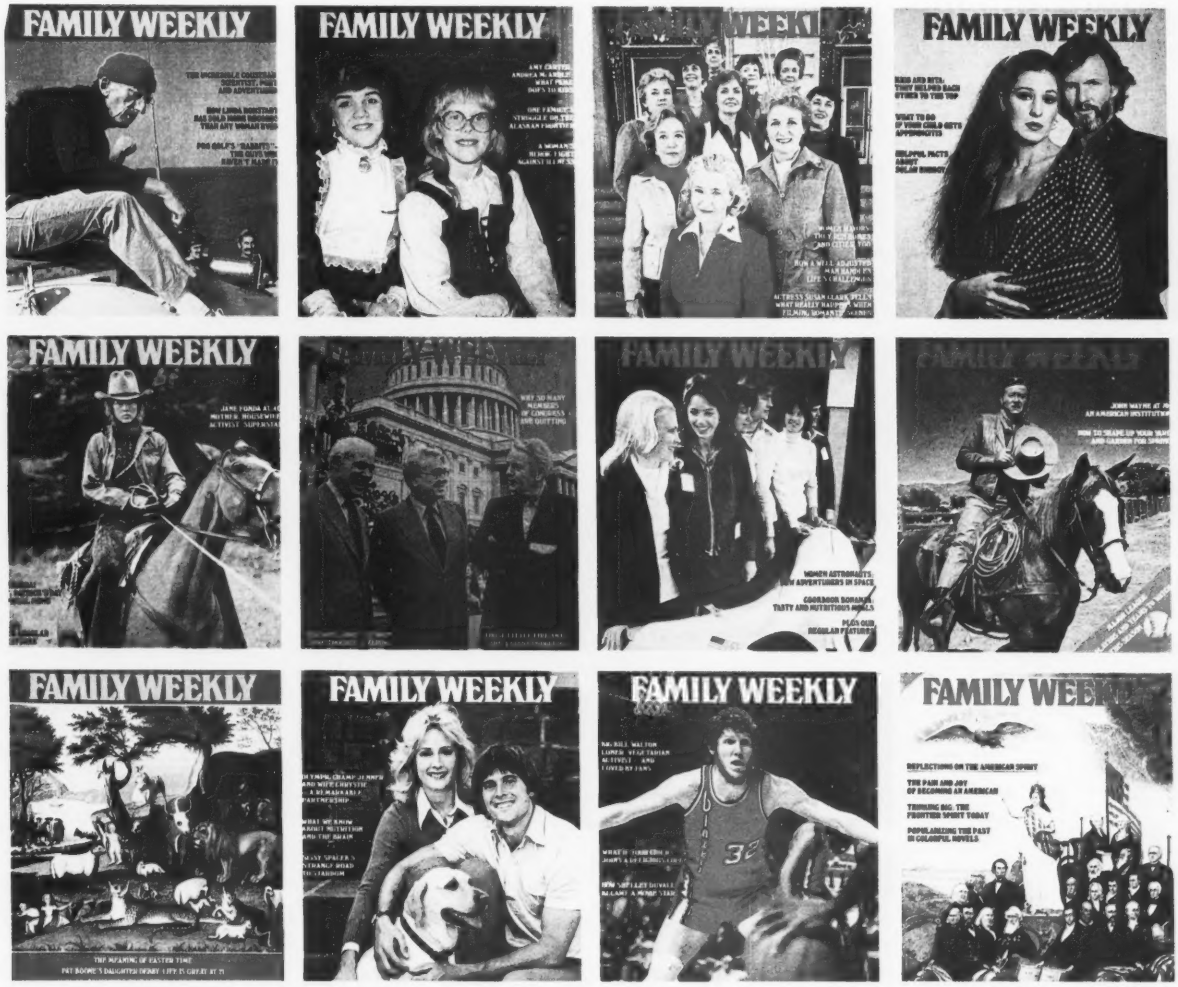
THE WEEKEND READING MUST FOR MORE THAN 25 MILLION ADULTS (AND MILLIONS OF TEENAGERS)

FAMILY WEEKLY

America's 4th Largest Magazine *(Circulation Rate Base: 11,550,000)* **• America's Best-Read Magazine**

BUILDS AND HOLDS READERSHIP FOR 340 INFLUENTIAL DAILY NEWSPAPERS

More than 60 independent readership surveys prove Family Weekly the best-read section in subscribing newspapers, and usually the most popular section of the papers except for local news.



A PRODUCTIVELY PROMOTABLE FEATURE TO HELP BUILD READERSHIP, CIRCULATION & ADVERTISING

Family Weekly's relevant, vital editorial content maintains loyal reader interest week after week. The magazine's eye-pleasing format achieves high-score attention for every issue. Attention-getting graphics and diversified features are augmented by Family Weekly's incentive programs that forge a partnership-for-growth with participating newspapers. Circulation staffs participate in "Circulation Bonanza," which this year awarded papers more than $50,000 in prize trips in recognition of numerical and percentage circulation gains. Papers with Family Weekly show greater, quicker growth than similar size papers in comparable markets that don't carry the magazine.

Family Weekly's responsive readership insures an environment that stimulates increased opportunities for local rop linage — advertising that might not otherwise appear in newspapers. Last year this proven sales tool helped develop more than 11,000,000 lines of local ads rop for papers tieing in with national brand name ads that appeared in Family Weekly.

Family Weekly provides advance promotion materials every week to subscribing newspapers.

Family Weekly is economical. It's the lowest-cost section of a paper, an important aid to the paper's profit performance.

FAMILY WEEKLY 641 Lexington Avenue, New York, N.Y. 10022 • (212) [illegible]

FEATURES BY AUTHORS

Bruss, Robert—Real Estate Book Review ... REF
Bryant, G., Hall, G.—Bryant/Hall Travel ... TSS
Bryson Jack F.—Working ... TWN
Buchanan, Patrick J.—The Dividing Line ... CTN
Buchwald, Art—Art Buchwald Column ... LAT
Buckley, Priscilla—One Woman's Voice ... PRI
Bugg, Bob—The Treadwells ... CTN
Bunch, Ross E.—Gabe and Loki ... TWN
Bunch, Ross E.—Rollie's Route ... ASI
Bunch, Ralph & Walter Tobin—Terries Terrors ... TWN
Bunch, Ross & The Dintimans—Driver Ed & Edna ... TWN
Bunch, Ross E.—The Chargers ... TWN
Burch, Monte—Good Earth Almanac ... UNP
Burchett, Don—Visage ... CRO
Buresch, Joe E.—Dinah Mite ... JEB
Buresch, Joe E.—Flectcher the 4-Hr. ... JEB
Burchett, Don—Visage ... CRO
Buresch, Joe E.—Outdoor Mini-Tips ... JEB
Buresch, Joe E.—The Kids ... JEB
Burg, Marcia—Chef Marcia ... WNS
Burness, Tad—Auto Album ... UFS
Burnett, James & Henry Boltinoff—*Nubbin ... KFS
Burroughs, Ben—Sketches ... LAT
Burroughs, Edgar Rice—Tarzan ... UFS
Buscema, John/Roy Thomas—Conan the Barbarian Daily ... RTS
Buscema, John/Roy Thomas—Conan the Barbarian Page ... RTS
Bushmiller, Ernie—Nancy ... UFS
Butcher, Lee—Eye On Medicine ... TWN
Butler, Ron—Passport To Everywhere ... CF
Butler, Stuart Dr.—Frontiers of Science ... TSS
Buttram, Pat—Pat Buttram Sez ... CAP
Byers, Don—Humor Column ... MIL

C

Caen, Herb—It's News To Me ... CHR
Cagin, Seth, ed.—Moves '78 ... SIR
Callahan, Rosellen—Shopping The World ... EES
Callahan, Rosellen—Tips For Trips ... EES
Callahan, Rosellen—Women's Way to Travel ... EES
Callahan, Rosellen—Historic Walking Tours ... EES
Calloway, Wayne—Wilderness Wisdom ... MAL
Calman, Mel—Calman ... FNS
Camp, Dalton—Dalton Camp ... TSS
Camp, Kavanagh—Fletcher—*Bringing Up Father ... KFS
Campbell, David—Reel Facts ... LEP
Campbell, Don—About Real Estate ... RTS
Campbell, Don—Daily Investor ... UFS
Campbell, Don—Mutual Funds ... UFS
Candler, Therese—From Therese's Kitchen: Ask Therese ... GLS
Caniff, Milton—Steve Canyon ... FNS
Caniff, Milton—*Steve Canyon ... KFS
Cannon, B. Rita—Where You Live ... BAL
Cannon, Thurlow O.—Nostalgia Notes ... CAN
Carberry, Margaret Mary—Nine to Five Woman ... PRI
Carden, Charles E.—Sunday Stock Market Chart (Long Term Trend) ... STO
Carden, Charles E.—The Carden Report ... STO
Carden, Charles E.—The Market Day By Day—(Short Term Trend) ... STO
Carden, Karen—Medical Memo ... TWN
Carden, Ray E.—Understanding Insurance: A Consumer's Guide ... TWN
Cordona, Jerry P.—O! Rats! ... TWN
Carlinsky, Dan—Dan Carlinsky Column ... CAR
Carlinsky, Dan—It's On The Tip of My Tongue ... EF
Carlson, Harriet—Self-Help To Charm ... HC
Carper, Jean—One Woman's Voice ... PRI
Carrell, Al—Super Handyman ... KFS
Carroll, Charles—Antiques Appraisal Clinic ... CRO
Carroll, Les & Tom McCormick—Our Boarding House ... NEA
Carson, Astrid—Dear Astrid ... CF
Carter, Anthony—Terse Verse ... OPS
Cartwright, Charles—Church Chuckles ... SM
Caruba, Alan—Bookviews ... INP
Caruba, Alan—The Jewish Future ... IND
Caruba, Rebecca—Gourmet's Notebook ... INP
Casey, Sally—Dear Sally ... OPS
Casper, Billy—Billy Casper's Golf ... UFS
Cassil, Kay—Travel Addict ... TWN
Cassini, Igor & Diane Judge—Cassini Carousel ... CF
Casson, Mel & Bill Brown—Boomer ... UFS
Catoir, Rev. John—It's Your Life ... MCN
Cavalli, Dick—Winthrop ... NEA
Cavanagh, Dale—You're Sew Right ... SPS
Cavin, Patty—Washington Dateline ... RBN
Ceaglio, Gina—Your Horoscope Guide ... CNS
Chagall, David—The Smart Life ... TWN
Chamberlain, John—These Days ... KFS
Chapman, Christine—America's Runaways ... JPS
Charles, Mickey—Mickey Charles ... EF
Charters, Samuel—The Legacy of the Blues ... SMP
Chayet, Neil L.J.D.—Medicine and the Law ... IMTS
Cheek, Donald—Assertive Black ... Puzzled White ... SMP
Childs, Marquis—Washington Calling ... UFS
Christian, Michelle—Fun In The Kitchen ... RBN
Christensen, Bente—TV Commentary ... EDC
Christy, George—The Great Life ... HRS
Christy, Marian—Life Styles ... UFS
Claiborne, Craig—Food ... NYT-NS
Claire, Aileen—Food For Americans ... NEA
Clark, Frank—Country Parson ... SM-RTS
Clark, Shannon Kelly—Art For Love & Money ... RBN
Cleary, Dennis—Your Green Thumb ... TWN
Cleveland, Robert—Cappy Dick ... FNS
Cleveland, Robert—Young Hobby Club ... FNS
Clift, John—City Editor's Trip Service ... LAT
Coan, Nonnee—Small Fry Diary ... COA
Cobb, R.—R Cobb ... SAW
Coffman, Ramon—Uncle Ray's Column ... FNS
Cohen, Haskell—Jews in Sports ... JTA
Cohen, Lita, Solis—Antiques ... ART
Colby, Roy—My Two Bits Worth ... TWN
Colby, Wayne—Name Droppers ... IWN
Coleman, Dr. Lester L.—*Speaking of Your Health ... KFS
Colleta/Paska/Tuska—Superheroes ... CTN
Collina, Ed—First One In ... CNS
Collins, Carmen—House Detective ... TWN
Collins, Carmen—How Well Do You Know Yourself ... TWN
Collins, Gould/Fletcher—Dick Tracy ... CTN
Collins, Tom—Golden Years ... LAT
Collins, Tom & Beulah—Today's Chuckle ... LAT
Collins, Tom & Beulah—Weekend Chuckle ... LAT
Comara, Mary—Where In The World ... TF
Comer, Dr. James P. & Dr. Alvin F. Poussaint—Getting Along ... SMP
Condit/Nicholson—Capitol Connection ... CAP
Conlon, Michael J.—Buyer's Billboard ... UPI
Conrad, Paul—Paul Conrad Cartoon ... LAT
Conroy, Matthew—The Pepper Mill ... NWR
Conwell, John—*Mirror of Your Mind ... KFS
Collidge, Aspro—ARNAKI ... MCF
Cooper, Julius—Boating ... UFS
Cooper, Nina—Crossword Puzzle ... APN
Corbett, Mary Ellen—Feminist Q. & A. ... COS
Corcoran, Jean & Shirlee Newman—Hooray For Kids ... TWN
Cordray, Bob—Alex In Wonderland ... CNS
Corey, Ben—Let's Make ... HAR
Corey, Ben—Teen Scene ... HAR
Corn, Ira G., Jr.—The Aces ... UFS
Corradeno, Philomena—Nutrition Cookbook ... KFS
Costello, Patty & Dick Weber—Bowling Tips ... UFS
Cottin, Lou/Blumenfeld, Harold—Growing Older ... NEA
Cortney, Don—Mr. & Mrs. Fixit ... TWN
Cousins, Norman—Norman Cousins Column ... LAT
Cowan, Dick—Tech Talk ... KFS
Craig, Mary—Household Scrapbook ... OPS
Cramer, Polly—Polly's Pointers ... NEA
Cramer, Polly—Patterns & Pointers ... NEA
Crane, Dr. George W.—Dr. Crane's Quiz ... HPS
Crane, Dr. George W.—The Worry Clinic ... HPS
Crane, Roy—*Buz Sawyer ... KFS
Creed, George E—It's Your Landscape ... FNS
Crenshaw, George—Belvedere ... FNS
Criswell—Criswell Predicts ... MCN
Croft, Dr. Harry—Weekly Sex Clinic ... SMP
Croghan, Dr. Leo—Mind Matter ... FNI
Cronin, Sylvia—Tip Off—The Rip Off ... CFS
Crook, Gould—Thought for Food ... CSP
Crooks, Bill, Jim Lawrence—Captain Easy ... NEA
Crosby, Joan—TV Parade ... SF
Crosby, Joan & Dick Kleiner and Pepper O'Brien—TV Scout ... EF
Crowald, Richard—We Americans ... UPI
Crowley, B.J.—Crowley's Horoscope ... EDC
Crump, Joe—Low Down From The Congressional Record ... CRU
Cruse, Ray—Today Is ... LYN
Crymes, Mary Furey—Jolly Green Thumb ... SF
Cummings, Yvette—Craft For Kids ... TWN
Cuneo, Ernest—National Whirligig ... NANA
Cuniff, Al & Walesby, Stokes—Rockpile ... UFS
Cuppet, Charles—Thought In Passing ... TWN
Curfman, Greg—Figleaves ... SAN
Curll, Edmund—Penpoints—Handwriting Analysis ... BAL
Currie, Glenne—Theatre World ... UPI
Curtis, Jean—Working Mothers ... DDS
Curtis, Robert Edward—The Scene ... GSM
Curtiss, Wendell—Country View ... TWN
Cutter, Bob—Motoworld ... THG
Cutter, Bob—The Steering Column ... THG

D

Dacey, David—Job Survival and Career Management ... DAC
Dahna & Damon—Bark Back ... TWN
Dallis, Dr. N. P. and Harold Le Doux—Judge Parker ... FNS
Dallis, Dr. N. P. & Frank Edgington/Marvin P. Bradley—Rex Morgan, M.D. ... FNS
Damis—Your Week Ahead ... CSP
Damon & Dahna—Bark Back ... TWN
Dana, Bob—Bob Dana On Wine ... NEW
Dana, Bob—Tips on Tables ... NEW
Dana, Margaret—Before You Buy ... UFS
Dana, Margaret—Consumer's Question Box ... UFS
Dangaard, Colin—Numerous Titles ... INF
Darack, Arthur—Buy Right ... RTS
Darrow & Levenson—A Time of Innocence ... IMTS
Dart, Susan—Natural Foods ... LAT
Davis, Barbara & Richard Stuart—Slim Chance in a Fat World ... MAN
Davis, Clint—Clint Hints ... BAL
Davis, Earl & Ron Pennington & Arthur Knight—Movie Reviews ... HRS
Davis, Jim—Garfield ... UFS
Davis, NLG, Norman M.—The Coin Box ... NMD
Day, Crosby L.—Hollywood's Twilight Years ... TWN
Day, Lawrence—Canadian Chess ... TSS
Dear, Cyrene—D. C. Current ... DPR
Debnam, Betty—Mini Page ... UNP
DeCrane, Ray—Cut Your Own Taxes and Save ... NEA
de Groot, Roy Andries—One Great Dish ... CTN
Dee, Jay J. D.—Law for Laymen ... TWN
Dee, Ted—Teen Scene ... HAR
Dee, Ted—Minute Mechanic ... HAR
Deeb, Gary—Gary Deeb ... CTN
Deitch, Mark—Jaundiced Eye ... TWN
Deitz, Susan—Single File ... LAT
Delaplane, Stan—Around The World With Stan Delaplane ... CHR
Delaplane, Stan—Postcards ... CHR
Delevett, Thomas—Amazement ... TWN
de Martinau, Duarte & William J. Halterman—International Dateline ... TWN
Dellale, Dina—Beauty Hints ... EPS
Dellale, Dina—Fashions ... EPS
Dellale, Dina—Women's Pages ... EPS
Dempster, Nigel—Dempster's Diary ... ITP
Demson, Edward—The Legal Way ... CNS
Dennis, Charles H.—Tid-Bits ... TWN
Dennis, Landt & Lisl—Travel Facts ... PFI
Denton, Patrick—Backyard Gardener ... CNS
Dern, Marian & Mel Keefer—Rick O'Shay ... CTN
Desatta, Katie—Crossword Puzzle ... MOR
de Santis, Florence—Fashion, Face and Figure ... UFS
Detjen, Gustav, Jr.—Fireside Chats ... DET
Detjen, Gustav, Jr.—Philatelic News ... DET
Detjen, Gustav, Jr.—The Philatelic Journalist ... DET
Detjen, Gustav, Jr.—The Wonderful World of Stamps ... DET
de Toledano, Ralph—Ralph de Toledano Column ... CNS
Devaney, Orah L.—Food Column ... CAP
Dietzen, Father John—Question Box ... NCF
Diamond, Nina—All About Town ... DIA
Diamond, Nina—Laughing All The Way ... DIA
Dickenson, Fred & John Prentice—*Rip Kirby ... KFS
Dickson, Naida—Dickson Bonus-Word Puzzle ... DFS
Dickson, Naida—Dickson Wiggly-Word Puzzle ... DFS
Didato, S. V.—Behavior Behind The News ... NWR
Dietrich, Harold—Is Everybody Happy—and Why Not ... TWN
Diggs, R.—Diggs ... RIP
D'Imperio, Dan—Flea Market Finds ... CRO
Dintiman, George/Unitas, John—Champion Athlete ... TWN
Dintman, The & Bunch, Ross—Driver Ed & Edna ... TWN
DiPreta, Tony—Joe Palooka ... MCN
Dirks, John—Captain and The Kids ... UFS
Disney, Wald—*Christmas Strip ... KFS
Disney, Walt—*Donald Duck ... KFS
Disney Walt—*Mickey Mouse ... KFS
Disney,Walt*Scamp ... KFS
Disney, Walt—*Treasury of Classic Tales ... KFS
Disney, Walt—*Winnie the Pooh ... KFS
Dixon, Jean—Your Horoscope ... LAT
Dodd, Ed & Tom Hill—Mark Trail ... FNS
Dodd, Ed—Mark Trail's Outdoor Tips ... FNS
Dodge, Fred—Candle & Mirror ... MM
Dodge, Fred—Monthly Mention ... MM
Dodge, Fred—60 Second Sermons ... MM
Dolan, Ann Frances—Save Time and Money ... SF
Donato, Andy—Donato Daily ... SUN
Donato, Andy—Donato Weekly ... SUN
Dorval, Elton—Clip-A-Trip ... TWN
Dorweiler, Virgil W.—Behind The Seen ... TWN
Doubilet, Susan—Design of the Times ... CWF
Douglass, Elisha—Strength For The Day ... CF
Douglass, Elisha—Sunday School Lesson ... CF
Dowd, Merle—Managing Your Family's Money ... RTS
Doyle, William A.—Investor's Guide ... KFS
Drake, Francis—*Your Individual Horoscope ... KFS
Drake, Lillian T.—Ms. Management ... TWN
Drake, Stan—*The Heart of Juket Jones ... KFS
Drogin, Marc—Book Marc ... DRO
Drum, Charlie & Gary Galluzzo—As A Matter of Fact ... UNI
Drummond, Roscoe—Roscoe Drummond Column ... LAT
Du Broff, Sidney—A Letter Of Fact And Analysis ... GPL
Du Broff, Sidney—Here And There With Rod And Gun ... GPL
Du Broff, Sidney—The Weekly Short Story ... GPL
Du Broff, Sidney—Walking Around With Sidney Du Broff ... GPL
Dudgeon, Colleen—Calling Coll—en ... CSP
Dudgeon, Patrick—Senior Citizens Corner ... CSP
Dudgeon, Patrick—Today's Youth ... CSP
Duffy, Martin—Baloney ... TWN
Duffy, Martin—Cosgrove ... TWN
Duffy, Martin—Mrs. Murphy ... TWN
Dugas, David—Film World ... UPI
Dumas, Jerry & Mort Walker—*Sam and Silo ... KFS
Dunagin, Ralph—Dunagin's People ... FNS
Dunkel, Dick—Dick Dunkel's College Basketball Index ... DSR
Dunkel, Dick—Dick Dunkel's College Football Index ... DSR
Dunn, Bob & Hy Eisman—*Little Iodine ... KFS
Dunn, Bob & Al Scaduto—*They'll Do It Everytime ... KFS
Dunn, Robert, M.D.—Ms. and the M.D. ... IPS
Dunnell, Milt—Milt Dunnell ... TSS
Dunning, David & Sally Wilson—G.R.A.B. ... DUN
Durkee, King—Strictly Classical ... CNS
Durkin, Mary S.—Natures Kitchen ... UFS
Durstag, Melvin—Durstag Sports Column ... KFS
Dvorak, John—Small Business Tips ... TAG
Dwyer, Dr. Johanne & Dr. Jean Mayer—Food For Thought ... CTN

E

Eaker, Lt. Gen. Ira C.—National Security Affairs ... LAT
Eastman, Dave—Carmichael ... LAT
Eaton, Don C.—Heroglyphics ... TWN
Edman, Lou—Lou Edman Describes ... EDM
Edwards, Dick—People's Voice ... NWR
Edwards, Jr. Homer F.—Music On Record ... LNI
Edwards, Ted—Footlights and Kleiglights ... TWN
Eichen, Carol—Apartment Modes ... CNS
Eisinger, Larry—Home Workshop File ... CTN
Eisman, Hy & Bob Dunn—*Little Iodine ... KFS
E. K.—You're The Detective ... BAL
Elderman, Roy and Susan Wyatt—Elderman ... MCF
Elia, Eddy—Prisces ... CNS
Ellie & David—Teenage Corner ... TEE
Ellingson, Steve—Do-It-Yourself ... MNF
Ellingson, Steve—U-Bild ... UB
Ellis, Merle—The Butcher ... CHR
Elrod, Jack—The Ryatts ... FNS
Engel, Gertrude—Trudy Engel In Washington D.C. ... LNI
Engelhart, Bob—Cartoons ... CNS
Engleman, Earl—Dot To Dot ... SBP
Engelmayer, Sheldon & Robert J. Wagman—Energy-Environment Digest ... NANA
Engleman, Earl—Just For You ... SBP
Engleman, Earl—Tennis Cartoons ... SBP
Engler, Faye—Love Story ... TWN
English, Sandal & Pritch—Gourmet On A Budget ... ENG
Ess. I. R.—Internal Revenue ... TWN
Ettenson, Herb, Editor—New York News Crossword ... CTN
Ettenson, Herb, Editor—The Daily Crossword ... CTN
Ettenson, Herb, Editor—The Sunday Crossword ... CTN
Evans, Gwyneth & David E. Scott—Canada Quiz ... SMP
Evans, Larry—Evans on Chess ... CHE
Evans, Lynette—Idle Musings ... TWN
Evans, M. Stanton—M. Stanton Evans Column ... LAT
Evans, Phil/Jim Asher—Channel Jockeys ... ASI

FEATURES BY AUTHORS

F

Fairfield, Flash—Show Biz ... EF
Falk, Lee & Fred Fredericks—*Mandrake The Magician ... KFS
Falk, Lee & Seymour Barry—*The Phantom ... KFS
Falkner, Dr. Frank—Young and Healthy Always ... LAT
Farmer, Eunice—Sew Simple ... RTS
Farrar, Margaret—Los Angeles Times Crossword Puzzle ... LAT
Farris, J.—Farris Wheel ... SBP
Faryon, Kathy—Patchwork and Quilting ... CWF
Faulkner, William—When The Animals Talked ... SMP
Faust, John Lee—Around The Garden ... NYT
Feiffer, Jules—Feiffer ... FNS
Feinsilber, Mike—People In Washington ... UPI
Feinstein, Leonore—Medical Frontiers ... CHR
Fellows, Pat—Your Money ... TSS
Fernandez, Genevieve—Interior Decorating ... UFS
Fesperman, Tom—Otherwise ... EF
Fett, George—Norbert ... UFS
Fiarotta, Phyllis—The Leisure Craftsman ... KFS
Ficklen, Herc—Editorial Cartoon ... AVA
Ficklen, Herc—Lonely Heart ... AVA
Ficklen, Herc—Out of Orbit ... AVA
Fiebig, Jim—Mark My Words ... UFS
Finletter, J.—Miracle Gardening ... SBP
Finletter, June—Star Interviews ... SBP
Finney, Frank—Share A Date ... TWN
Fischer, Ed—Ed Fischer Editorial Cartoons ... MCN
Fischetti, John—Fischetti ... FNS
Fischler, Stan—Inside Sports ... TSS
Fisher, Douglas—Douglas Fisher Column ... SUN
Fisher, Edwin—Toppix ... CTN
Fitch, Jack—Ringaround Word Games ... OPS
Fite, Jerry—Mosaic ... TWN
Fitzgerald, Jim—If It Fitz ... LAT
Flattau, Edward—Our Environment ... ART
Fletcher, Camp-kavanagh—*Bringing Up Father ... KFS
Fletcher/Collins/Gould—Dick Tracy ... CTN
Flynn, Jack—Short Stuff ... TWN
Foley, Alan—Crosswords Galore ... SBP
Foley, B.—Airhawk ... SBP
Folger, Franklin—The Girls ... FNS
Forman, Tom & Templeton, Ben—Motley's Crew ... CTN
Forman, Tom & Ben Templeton—Sporting Life ... CTN
Forristal, Cecil—Rhyme Time ... TWN
Fortuna, Michael & Spears, Jackie—Penny Thoughts ... AF
Foster, Hal—*Prince Valiant ... KFS
Fox, Dr. Michael—Ask Your Vet ... CTN
Fox, Gill—Side Glances ... NEA
Fox,Sanford L.—The Great Job Hunt ... TWN
Fox, Rabbi Samuel—Jewish Quiz Box ... JTA
Fraknoi, Harrington & Reis—Exploring the Universe ... CHR
Frank, Baily R.—The Skies Today ... SKI
Frank, Phil—Farley ... CHR
Fredericks, Fred & Lee Falk—*Mandrake The Magician ... KFS
Frederico, Robert—Teddy & Terry ... TWN
Freeman, Don—Point of View ... CNS
Freedman, Steven P.—Cross Country ... TSE
Freedman, Steven P.—Theme Song ... TSE
Freeman, Don—Various Titles ... CNS
Fremes, Ruth & Zak Sabry—Eating Right ... TSS
Fried, Ida—Automotive ... EPS
Fried, Ida—Boating ... EPS
Fried, Ida—Children ... EPS
Fried, Ida—Household ... EPS
Fried, Ida—Travel ... EPS
Friedlander, Paul J. C.—The Traveler's World ... TTW
Frising, Nick—Brass Tacks ... AF
Fritchie, Pete—Comment On Sports ... EDC
Frye, William R.—Footloose With Frye ... FRY
Frye, William R.—The World in Focus ... FRY
Fugere, Peter John—Omie The Shiek ... TWN
Fugere, Peter John—Sister Anne ... TWN
Fulford, Robert—The Arts ... TSS
Fuller, Harold—Spin Off ... NWR
Fuller, Holly—:The Missing Links" ... CWF
Fulton, Margret—Fortune Teller ... SBP
Fulton, Robert—Death & Dying:Change & Challenge ... CBN
Fung, Paul—Jest for Laughs ... SM
Fergurson, Ernest B.—By No Means Neutral ... LAT
Furillo, Bud—The Steam Room ... IPS
Futterman, Marian by Lady Cassandra—Cat Starres ... AST
Futterman, Marian-by Sirius—Dog Stars ... AST
Futterman, Marian—Horse Astrology ... AST

G

Gaba, Morton J.—Point of View ... SAF
Gable, Torn—Wine Drinker ... CNS
Gabriell, Terri—Homegrown ... LAT
Gall, Lee—Laughable Laws ... TWN
Gallob, Bob—American News Report ... JTA
Gallup, Dr. George—Gallup Poll ... FNS
Gallup, Dr. George—Gallup Youth Survey ... FNS
Gallup, George & Alec—Gallup Youth Survey ... APN
Galluzzo, Gary & Charlie Drum—As A Matter Of Fact ... UNI
Gamble, Ed—Gamble Cartoons ... RTS
Gamblin, Garth—The Earl's Beat ... TWN
Gandhi, M. K.—Gandhi's Monthly Forecast ... TWN
Gantz, David—Don Q ... NYT
Gardner, Marilyn & Hy—Glad You Asked That ... FNS
Garrett, Claire—Advice to the Leafforn ... HOF
Garrison, Omar V.—Our Vanishing Liberties ... SPE
Gary, Darnell—Sports Rules ... DAR
Gary, Darnell—Tomorrow Scores ... DAR
Gary, Gene—Here's How ... CNS
Gately, George—Healthcliff ... MCN
Gaverke, Mary—Hester Prim ... PRI
Gayn, Mark—Asian Report ... TSS
Geller, Uri—Un Geller Column ... MCN
Gelman, Bernard—Off The Beaten Track ... GEL
Geoghegan, Joan—TV Tattle ... UFS
Gerard, Dave—Citizen Smith ... RTS
Gerber, J.D., Albert B.—You and the U.S.A. ... TWN
Gerber, M.D., Paul/A. B. Gerber, J.D.—Dieting Can Be Fun ... TWN
Germond, Jack & Jules Witcover—Politics Today ... CTN
Germano, Eddie—Doctor Proctor ... TWN
Germano, Eddie—Editorial Cartoons ... TWN
Getter, Doyle K.—New Car Report ... AUT
Getter, Doyle K.—Your Auto And You ... AUT
Geyer, Georgie Anne—Geyer File ... LAT
Giandoni, Wm.—Hemisphere Report ... CNS
Gibbons, Barbara—Slim Gourmet ... UFS
Gier, Myrna—Book World ... ITP
Gilbert, Anne—Antiques & Stuff ... UFS
Gill, Robert—Sugar ... NFS
Gill, Dr. Robert—Sugar ... TWN
Gilmore, John C.—Community Club Awards ... CCA
Gilmour, Clyde—On Movies ... TSS
Gimlin, Hoyt—Editorial Research Reports ... EDP
Giovanni, Nikki—One Woman's Voice ... PRI
Gittleson, Bernie—You're Personal Biorhythm ... UNP
Giuffre, Martin—Consumer Carnival ... LYN
Gladstone, Bernard—Home Improvement ... NYT
Glasser, Selma—Glasserfield Directory ... GLA
Glasser, Selma—Star Stanzas ... GLA
Glaza, V., D.D.S.—Open Wide ... SYN
Goddard, Robert—Darling You Are Growing Old If You Remember ... TWN
Godin, Gerald—Gerald Godin's Column ... CWF
Goldwag, Dr. William—Ask The Doctor ... CNS
Gonick, Larry—Footnotes ... RIP
Goodman, Ellen—At Large ... WPW
Goodman, Jr., Henry Gaines—Honeydew ... GOJ
Goodwin, Archie & Al Williamson—*Secret Agent Corrigan ... KFS
Goodwin, Dave—Insurance For Consumers ... GWN
Goodwin, Dave—Money Matters ... GWN
Goodwin, Dave—Travel Log ... GWN
Gordon, C.—Home Repairs ... SBP
Gordon, C.—Daily And Weekly Crosswords ... OPS
Gordon, C.—Lesson In English ... SBP
Gordon, C.—Solve A Crime ... SBP
Gordon, Keith—Make It With The Kids ... TWN
Gordon, Lynne—Consumers Beware ... SUN
Gore, W. Sachs—Notes on Music ... PTF
Goren, Charles/Sharif, Omar—Goren On Bridge ... CTN
Goren, Sigismund—Dateline:Jerusalem ... NANA
Gormly, Walter—Voice From The Woods ... GRM
Goscinny & Uderzo—Asterix & Obelix ... FNS
Goulart, Ron & Gil Kane—Star Hawks ... EF
Gould/Fletcher/Collins—Dick Tracy ... CTN
Gowdy, Curt—*Curt Cowdy's Fish & Game Tips ... KFS
Grade, Ed—Ask Andy ... LAT
Graff, Donald F.—Commentary ... NEA
Graham, Alex—Fred Basset ... FNS
Graham, Anne Mathre—Wonderlust! ... PRE
Graham, Billy—My Answer ... CTN
Graham, David—Exploring Other Dimensions ... GRA
Graham, Jury—A Time For Living ... UNP
Grant, Hank—Rambling Reporter ... HRS
Grant, Joanne & Berke, Dr. Melvyn—After Divorce ... RTS
Grant, Lou—Lou Grant Cartoon ... LAT
Grassi, Alfredo & Lucho Olivero—*Gunner ... KFS
Graue, Dave—Alley Oop ... NEA
Gray, Ann—That's Life ... TWN
Gray, Harold—Little Orphan Annie ... CTN
Graybill, Janie—The Home Executive ... TWN
Graysmith, Robert—Graysmith ... CHR
Greeley, Andrew M.—People and Values ... UNP
Green, Arthur S.—Pinup Photos ... GRE
Green, Parris—Cookbook Review ... TAG
Green, Ted—Main Street ... PWF
Greene, Bob—Bob Greene ... FNS
Greene, Vivian—Kisses ... KIS
Greenfield, Harvey—OTB—Las Vegas Track Line ... GRN
Greer,Philip/Myron Kandel—The Greer/Kandel Report ... EF
Gregg, Fred Jr.—CB Column ... NEA
Gregory, Dick & Mark Lane—Code Name Zorro: The Murder of Martin Luther King, Jr. ... SMP
Gregory, Mike—Editorial Cartoon ... SF
Grey, Alan E.—Alan Grey Says ... TWN
Griffith, Bill—Griffith's Observatory ... RIP
Griffith, Bill: Reporter—Feature Story ... GRF
Griswold, J.—Hardpan ... GRI
Grondahl, Calvin—Grondahl's Cartoons ... NEA
Grondona, Mariano—Latin World ... ALA
Gross, Dr. Jack/Issaacs, Benno—The Human Comedy ... TWN
Gross, Dr. Jack/Isaacs, Benno—The Power Of The Mind ... TWN
Grossman, Ellie—Lifestyles: Fashion/Beauty/Interviews ... NEA
Grove, Kim—Love Is ... LAT
Giondon, Richard—Guindon ... LAT
Guinther, John—The Malpractioners ... DDS
Guisewite, Cathy—Cathy ... UNP
Gwyn, Richard—Ottawa Report ... TSS

H

Hachel, Ali—Brain Teasers ... OPS
Hack, Richard—Tele-Visions ... HRS
Hafley, G. Douglas—CA$H NEW$ ... TWN
Haines, J.—Crime Flashbacks ... SBP
Haines, Max—Crime Flashbacks ... SUN
Halasz, Louis—Dateline: U.N. ... NANA
Halberstam, M.D., Michael J,.—Modern Medicine ... NYT
Hale, Dale—Figments ... MAN
Hale & Dale & Patte Wheat—*You're Getting Closer ... KFS
Hall, G., Bryant G.—Bryant/Hall Travel ... TSS
Halligan, Dan—Job Hopper ... ASI
Hallmark—Charmers ... FNS
Halterman, William J. & Duarte de Martinav—International Dateline ... TWN
Hambrick, Judd—Scrabble Grams ... UFS
Hamill, Pete—Pete Hamill ... CTN
Hamilton, Grace—An Americanist Viewpoint ... AMW
Hamlin, Paul—Spadea Hair ... SPS
Hamlin, Paul—Styles For Men ... SPS
Hamlin, Paul—What Next ... SPS
Hamm, Jack—Bible Verse ... SM
Hamm, Jack—Living Scriptures ... SM
Hamm, Jack—Religious Drawings ... REL
Hammond, Dorothy—Antique Wise ... CF
Hample, Stu—*Inside Woody Allen ... KFS
Hanauer, Joan—Book Reviews ... UPI
Hanauer, Joan—Television in Review ... UPI
Hancock, Malcolm—Fenwick ... CHR
Hancock, Malcolm—The Lumpets ... WSS
Hand, A. J.—A Hand Around The House ... LAT
Handler, David—The Private Eye ... NEA
Hankey, Dr. Clarke—Stay Healthy ... MCF
Hanna-Barbera Productions—Flintstones ... MCN
Hanna-Barbera Productions—Yogi ... MCN
Hanratty, Elmarine/Osol, Bernice Bede—This Week In Astrology ... NEA
Hansen, Pete—Lolly ... CTN
Hansen-Sturm, Margaret—Dear Senior Citizen ... MHS
Hardebeck, John—Lit Bits ... TWN
Harmon, Bob—The Football Forecast ... HFF
Harper, Rita—Mini Prayer ... HAC
Harper, Rita—Profile ... HAC
Harper, Rita—Lifestyle ... HAC
Harper, William L.—Super Kat ... TWN
Harrington, Denis—Sport'n Life—The Week That Was ... TWN
Harrington, Denis—Turnstile Testers ... TWN
Harrington, Franknoi & Reis—Exploring the Universe ... CHR
Harris, Dick—How To Be A Supermother ... HAA
Harris, Dick—How To Take The Fun Out Of Driving ... HAA
Harris, Dick—How To Take The Fun Out Of Golf ... HAA
Harris, Dick—How To Take The Fun Out Of Skiing ... HAA
Harris, Dick—How To Take The Fun Out Of Tennis ... HAA
Harris, Louis—Harris Survey ... CTN
Harris, Radie—Broadway Ballyhoo ... HRS
Harris, Sydney J.—Strictly Personal ... FNS
Harris, R. Winston—Conversations with R. Winston Harris ... COI
Harrison, Bernie—TV Today ... WSS
Harrison, Jeanne—Platter Patter ... CF
Hart, Harriet—Free For The Asking ... CWF
Hart, Jeffrey—Jeffrey Hart ... KFS
Hart, Johnny—B.C. ... FNS
Hartman, Ferris—Notes From Abroad ... CHR
Hartman, Ferris—Other Hollywoods ... CHR
Hartman, George—The Ripoffs ... LYN
Hartman, Dr., M. A., M.D.—One Psychiatrist Says ... TWN
Hartmann, Hank/Martee Merrill—"Lord, I Said" ... FAM
Hartung Barbara—Decor Score ... CNS
Harvey, Paul—Paul Harvey News ... LAT
Hasen, Irwin—Dondi ... CTN
Hasnain, Qamar—Third World Affairs ... TWF
Hawk, Richard—Just Kids ... TWN
Hayes, F.—7 Errors ... SBP
Haynie, Hugh—High Haynie Cartoon ... LAT
Head, K. Maynard—Country Clipboard ... MMP
Head, K. Maynard—Mountain Moments ... MMP
Healy, Dell—Dilly ... TWN
Hearn, John—Collector's Item ... TSS
Hecht, Ken—The Name Game ... NGC
Heidenreich, Mary Ann—At Home With Heidenreich ... ASI
Heimdahl, Ralph & Al Stoffel—Bugs Bunny ... NEA
Heinl, Col. Robert D.—Of Arms And Men ... NANA
Heins, Rev. W. A.—Heins Religious New Service ... HEI
Heins, Rev., W. A.—Foresight ... HEI
Helle, Ray—Bible Crostic ... HEL
Hellyer, Paul—Paul Hellyer ... SUN
Heloise—*Hints From Heloise ... KFS
Hempstone, Smith—Our Times ... HEM
Hendren, Ron—In America ... LAT
Hendrickson, Dyke—Tennis Anyone ... TWN
Hendrickson, Linda L.—Your Sexual Self ... TWN
Henry, John M.—Furthermore ... TWN
Hennig Dr., Margaret/Dr. Anne Jardim—The Managerial Woman ... DDS
Henniger, Paul—Prime Time Tips ... LAT
Henniger, Paul—Shows To Watch ... LAT
Herda, D.J.—In Focus and Out ... IPS
Herndon, Gene—Trivia Teasers ... UFS
Herndon, Gene—TV Tangle ... UFS
Herskowitz, Mickey and Steve Perkins—Sports Hotline ... UNP
Herskowitz, Mickey & Dan Rather—The Camera Never Blinks ... SMP
Hess, Erwin L.—Good Old Days ... UFS
Hess, Erwin L.—Antiques Fair ... UFS
Hesse, Don—Don Hesse Cartoon ... LAT
Hickman, Michelle—Backyard Bonanza ... TWN
Hightower, Paul—Senior Forum ... LAT
Higgins, Msgr. George G.—The Yardstick ... NCF
Hill, Draper—Draper Hill Editorial Cartoons ... KFS
Hill, Frank—Short Ribs ... NEA
Hill, Ray—Caring For Your Car ... LAT
Hill, Tom & Ed Dodd—Mark Trail ... FNS
Hillgren, Sonja—On the Farm Front ... UPI
Hinds, Bill & Jeff Millar—Tank McNamara ... UNP
Hines, Pat—Green Scene ... LYN
Hirsch, Lynda—Daytime Dial ... FNS
Hite, Ray—Let's Talk About Your Car ... ECS
Hix, Charles—Men's Fashions ... NEA
Hoag, Doane—Random Time Machine ... CF
Hoaglin, Jess—Where Are They Today? ... TWN
Hoest, Bill—*Agatha Cromm ... KFS
Hoest, Bill—*The Lockhorns ... KFS
Hoff, Kathy—Horsing Around ... BAL
Hoffman, Nicolas von—Nicholas von Hoffman ... KFS
Hoge, Tom—Background Maps ... APN
Hoke, Merab—Revolutionary Revolving Puzzles ... TWN
Holberg, Joe—All You Want To know About Gems—Without Asking ... RBN
Holberg, Betty—Country Sunshine ... RBN
Holder, Hans—Books ... EPS
Holder, Han—Motion Pictures ... EPS
Holland, Hal—Living ... SM
Hollenbeck, Ralph—Parade of Books ... KFS
Hollenbeck, Ralph—This Day in History ... KFS
Holley, Lee—*Ponytail ... KFS
Hoover, Kerwin—Grass Roots Clippings ... HTF
Hoover, Kerwin—Hometown Flavor ... HTF
Hoppe, Arthur—The Innocent Bystander ... CHR
Horne, Julie—A Stitch In Time ... TWN
Horton, Peter J.—Offbeat Diary ... NWS
Howard, Trudy Mulcahy—A Woman's View of Foreign Affairs ... HOW
Hosmon, Bob & John Knoblock—Wine ... MIA
Howard, Trudy Mulcahy—International Decade of Women and its Hidden Politics ... HOW
Howe, Louise Kapp—Pink Collar Workers ... UFS

FEATURES BY AUTHORS

Huff, Claire—World of Psi ... ART
Hughes, Lillian—About Your Home ... EDC
Hugo—Caucus ... WWF
Hulme, Etta—Hulme's Cartoons ... NEA
Hunter, J. A. H.—Fun With Figures ... SUN
Hunter, Ross—Animal Adlibs How's Your Pet ... BAL
Hurst, Jack—Country Music ... CTN
Hurwitz, Howard L.—Hurwitz On Education ... CF
Hutton, Lee—Metric America ... CWF
Hutton, Lee—Metric Facts ... CWF

I

Iger, Jerry—Pee Wee ... PF
Iger, S. M.—Bobby ... PF
Interlandi, Phil—*Queenie ... KFS
Irvin, Robert W.—Driver's Seat ... NANA
Irvine, Reed—Accuracy in Media ... AIM
Ishmael, Woodi—Power of Faith ... APN
Israel, David—David Israel ... CTN
Ivey, Jim & William Summers—Thoughts of Man ... CTN

J

Jackson, Dorothy St. John—Your Handwriting Tells ... CNS
Jackson, Jesse—Jesse Jackson ... UNP
Jackson, Jill—Gossiping With Jill Jackson ... MCN
Jackson, Rev. Jese L.—Jesse Jackson's Observations ... BPS
Jacobs, Jesse—Kids Korner ... MCN
Jacoby, Oswald & Alan Sontag—Bridge ... NEA
Jailbert, Lois & Russell—Gourmet/Garden ... ART
James, Gloria—Shifting Sands ... TWN
James, H. P.—Environment ... NWS
James, Jim—Press Passing ... JDL
Janeway, Eliot—Janeway Capsule ... CTN
Janeway, Eliot—Janeway Financial Service ... CTN
Janeway, Eliot—Janeway Q & A ... CTN
Janicki, Edward—Auto Tonics ... TWN
Jans, H. P., D.V.M.—Points On Pets ... CNS
Jardim, Dr. Anne/Dr. Margaret Hennig—The Managerial Woman ... DDS
Jarvis, Jerome I.—Your Medicine Chest ... WOR
Jarvis, John—Did You Know ... CSP
Jeffries, Georgia—Ms. Consumer ... TWN
Jensen, Maxine—Sing No Sad Song ... TWN
Johnson, Ferd & Tom—Moon Mullins ... CTN
Johnson, Jane H.—Crime Issues ... JHJ
Johnson, Nellis—Cornflakes ... SF
Johnson, Dr. G. Timothy—House Call ... CTN
Johnston, Gordon—Ripley's It Happened in Canada ... TSS
Johnston, Jeff—Medicine or Myth ... BAL
Johnston, Jeff—Snap Shots ... BAL
Jones, Barbara and Charlie Bowen—Beautiful ... AF
Jones, Bruna—Creative Stitchery ... LAT
Jones, Dorothy—Dorothy's Diet Lines ... BAL
Jones, Rev.—Parson Jones ... MCN
Jones, Ralston & Frank Ridgeway—*Mr. Abernathy ... KFS
Jones, Stacy—Patents Column ... NYT-NS
Jones, Taylor—Taylor Jones Caricatures ... LAT
Jones, Yardley—Yardley Jones Cartoons ... CWF
Jordan, Sydney—Jeff Hawke ... UFS
Jordan, Vernon Jr.—To Be Equal ... CNS
Jorgensen, Bruce—Jorgy Cartoons ... IND
Joseph, Thomas—Crossword Puzzle with Cryptoquotes ... KFS
Judge, Diane & Cassini Igor—Cassini Carousel ... CF

K

Kahn, J. Kesner—Pros & Kahns ... AMW
Kahn, Roger—A Season in the Sun ... SMP
Kaliff, Joe—Broadway Karikatures ... AMF
Kaliff, Joe—DISCussion ... AMF
Kaliff, Joe—It's A Cockeyed World ... AMF
Kaliff, Joe—Karikature Karnival ... AMF
Kampel, Don—World Spotlight ... ARV
Kandel, Myron & Philip Greer—The Greer/Kandel Report ... EF
Kane, Gil & Ron Goulart—Star Hawks ... EF
Kapel, Dr. Saul—Growth, Conflicts and Hangups ... CTN
Kapley, David—Our Constitution ... IND
Karch, R. Randolph—Do It Yourself ... KAR
Karnow, Stanley—Interpretive Report ... RTS
Karpin, Fred—Karpin On Bridge ... CTN
Katz, Gertrude—Miracle Of Faith ... TWN
Kaufman, Hal—*Junior Whirl ... KFS
Kavanagh, Camp-Fletcher—*Bringing Up Father ... KFS
Kay, Gerta—Light Your Own Candle ... TWN
Kay, Princess—The Stage of Fashion ... TWN
Kay, Princess—Women's World ... TWN
Keane, Bil—The Family Circus Daily ... RTS
Keane, Bil—The Family Circus Page ... RTS
Keasler, John—John Keasler Column ... MCN
Keast, Laurie—Look To The Stars ... TWN
Keate, Jeff—Time Out ... FNS
Keats, Liloth—How To Develop The Magical Powers Of Your Mind ... TWN
Keefer, Mel & Marian Dern—Rick O'Shay ... CTN
Keene, Kennison—Automobile Service Tips ... CSP
Keene, Kennison—Editorial Cartoon ... CSP
Kell, Steve—The Captain and Mandy ... UNP
Kelleher, Dick—Record Reviews ... RCR
Kelly, R. G.—Corinth the Jeweler ... TWN
Kelly, Sandra—Sew What's New ... UNP
Kennedy, Joyce Lain—Careers ... SFI
Kenny, Dr. Jim & Mary—Family Talk ... NCF
Ketcham, Hank—Dennis The Menace ... FNS
Key, Ted—*Hazel ... KFS
Killy, Jean-Claude—Skiing ... UFS
Kilpatrick, James J.—A Conservative View ... WSS
Kimbrell, Woody—Jungle Jube O'Lee ... TWN
Kingore, Al & Martin Lineham—TV Star Screen Puzzle ... UFS
Kinser, Betty—Stitching Witchery ... CNS
Kinsolving, Les—Potomac Ethics ... MCN
Kinsolving, Rev. Lester—Inside Religion ... MCN
Kipling, Bogdon—Washington Report ... TSS
Kirkpatrick, Dr. John—Altar Stairs ... HPS
Kleiner, Dick—Dick Kleiner ... NEA
Kleiner, Dick—Filmeter ... NEA
Kleiner, Dick—Hollywood/Ask Dick Kleiner ... NEA
Kleiner, Dick—Showbeat ... NEA
Kleiner, Dick & Joan Crosby & Pepper O'Brien—TV Scout ... EF
Kleinmann, Bob—Feelin' Great ... ASI
Kline, Fred W.—Affairs of State ... CAP
Kline, Fred W.—Going Places ... CAP
Kline, Fred W.—Motor Talk ... CAP
Kline, Joseph—Build It Yourself ... TWN
Kline, Verna M.—Book Reviews ... CAP
Knauer, Virginia—Dear Customer ... CNS
Kneller, Mark—The Stamp Scene ... NWR
Knight, Arthur—Knight At The Movies ... HRS
Knight, Arthur & Earl Davis & Ron Pennington—Movie Reviews ... HRS
Knight, Jackie—Solunar Tables ... RTS
Knoblock, John & Bob Hosmon—Wine ... MIA
Knox, Frances M.—Television Highlights ... DIC
Knox, Frances M.—T.V. View ... DIC
Knox, Frances M.—View ... DIC
Knudsen, Don—Elmer Stoon ... SIE
Koltanowski, George—Chess Master ... GG
Kordel, Lelord—Eat & Grow Younger ... SPE
Kordel, Lelord—Eat Right & Live Longer ... SPE
Kordel, Lelord—Eat Your Troubles Away ... SPE
Kordel, Lelord—Eat Up & Slim Down ... SPE
Kordel, Lelord—Feel Young Again ... SPE
Kordel, Lelord—Make People Like You ... SPE
Kordel, Lelord—Stay Alive Longer ... SPE
Kotzky, Alex—Apartment 3-G ... FNS
Kovel, Ralph and Terry—Know Your Antiques ... RTS
Kraft, Joseph—Washington Insight ... FNS
Kudlaty, Ed—Kudlaty's Cartoons ... NEA
Kuhn, Irene Corbally—It's My Opinion ... CF
Kukic, Tom—U-Nutty Nations ... TWN
Kunstler, Deborah, A.S.I.D.—Ideas For Interiors ... MCN
Kupperberg, Alan & Marv Wolfman—Howard the Duck Daily ... RTS
Kupperberg, Alan & Marv Wolfman—Howard the Duck Page ... RTS

L

Ladoceur, Jeb & Neil Roth—Blisters ... TWN
Laffler, William D.—Classical Records ... UPI
Laffler, William D.—Popular Records ... UPI
La Fleur, Miriam—The Adventures of Energy Whizz ... CWF
La Hay, Wauhilla—One Woman's Voice ... PRI
Laing, Peter—Uncle Charlie ... WSS
Lake, Richard A.—The Way It Is ... TWN
Lakeland, Red—Sports From The Pressbox ... MCN
Lamb, Lawrence E., M.D.—Medical Column ... NEA
Lambert, Eleanor—She ... FNS
Lamont, George—Doctor Smock ... UFS
Lampidis, Jamie—Jamie The Greek ... MCN
Land, Leslie—Good Food ... WNS
Landau, Miriam, Dr.—Ask Dr. Landau ... LAT
Landers, Ann—Ann Landers Column ... FNS
Lane, Bill—Hollywood Beat ... WOR
Langly, Norma—Ask Washington ... TWN
Lane, Lydia—Beauty ... LLS
Lane, Mark & Dick Gregory—Code Name Zorro: The Murder of Martin Luther King, Jr. ... SMP
Lane, Nancy—Eyes on Tomorrow ... WOR
Lang, Andy—House of the Week ... APN
Lang, Lori—Have You Heard This ... BAL
Langell, Jerry—Idea Chaser ... AF
Langton, Bryan—Limey at Large ... NWR
Lank, Edith—Real Estate House Calls ... RHC
Lansky, Bernie—Lanski's Look ... CNS
Lansky, Bernard—Cartoons ... CNS
Lants, Gerry—Basil ... UNP
Lappe, Jeff—Musical Notes ... BAL
Larry—Larry's World From Punch ... SBP
Larsen, Carl—Frying Pan Follies ... ASI
Larson, Reed—Reed Larson Column ... RTW
Lasky, Victor—Say It Straight ... NANA
Lassen, Kurt—Under Twenty ... CF
Lasswell, Fred—*Barney Google and Snuffy Smith ... KFS
Lautens, Gary—Lautens Column ... TSS
Laver, Rod—Rocket Shots ... UFS
Lazarus, Mell—Miss Peach ... FNS
Lazarus, Mell—Momma ... FNS
Lazuski, Jim "Lefty"—Keeping Score ... BAL
Leary, Bill—A Little Leary ... LAT
Leary, Don—Teaching Pro ... LAT
Leavell, Wm. A.—Conversation Pieces ... ERS
Leavell, Wm. A.—Keep Off The Grass ... ERS
Leavell, Wm. A.—Political Tidbits & Outrages ... ERS
Leavell, Wm. A.—What's News ... ERS
Lederer, Muriel—Memo To A Working Woman ... RTS
Lee, Bill—Pro Basketball Forecast ... MOS
Lee, Bill—Pro Basketball Ratings ... MOS
Lee, Eleanor—Sewing Sense ... CF
Lee, Jeff—Bookshelf ... SA
Lee, John—Of Cabbages & Kings ... TWN
Lee, Laurie—Film Fare ... WOR
Lee, Stan/John Romita—The Amazing Spider-Man Daily ... RTS
Lee, Stan/John Romita—The Amazing Spider-Man Page ... RTS
Leek, Sybil—Astrology—Today ... SBP
LeFan, Mike—More For Your Money ... LEF
Leggett, Craig—Zoonies ... NEA-EF
Lennon, Tom—Young World ... NCF
Loekum, A—Tell Me Why ... WSS
Leonard, J. Michael—Star Weevils ... RIP
Lesem, Jeanne—Cooking ... UPI
Lester, Mary—Wine Scrapbook ... LES
Lester, William—The Moral Angle ... LES
Levin, Martin—Paperback Guide ... APN
Levine, Ghita—Years Ahead ... WNS
Levine, Lawrence—Black Culture & Black Consciousness ... SMP
Levine, Paul—Legal Teasers ... LEG
Levine, Paul J.D.—What's Your Verdict ... CNS
Levine, Paul & John Ritter—Point of Law ... LEG
Levine, Paul & John Ritter—Legal IQ ... LEG
Levine, Paul & John Ritter—Legal Briefs ... LEG
Levine, Samuel P.—Consumer Wants to Know ... LEV
Levine, Samuel P.—Hot Shot Sam ... LEV
Levine, Samuel P.—The Consumer's Dilemma, USA ... LEV
Lavinson & Darrow—A Time of Innocence ... IMTS
Lewis, Anthony—Abroad At Home ... NYT-NS
Lewis, Barbara—Pop Scene Service ... UFS
Lewis, Beth—How Can I ... OPS
Lewis, Dan—T.V. Time Previews ... UFS
Lewis, Todd—Teenage Travel ... JPS
Liacakos, Nicholas—World Heritage ... MCF
Libien, Lois & Margaret Strong—How ... CTN
Lichty, George/Fred Wagner—Grin & Bear It ... FNS
Lico, Claudia E.—Claudia's Corner ... TWN
Liederman, Albert—Madge The Badge ... TWN
Liermark, Dorothy—Oddities Of Animals ... TWN
Liermark, Dorothy—Who Started It? ... TWN
Lindsay, G. Walton—Support The Church ... KEA
Lindsay, Ray—First Person Singular ... APN
Lineham, Beth—Bylines from a Bubble Blower ... TWN
Lineham, Martin & Kingore, Al—TV Starscreen Puzzle ... UFS
Liney, John & Don Trachte—*Henry ... KFS
Ling, Dick—The WOKS ... TWN
Linkert, Lo—Dumb Questions ... SBP
Linkert, Lo—Peter Panic ... SBP
Lintermans, Gloria—Looking Great ... IPS
Lipton, Marvin—Current Events ... TSS
Livingston, J.A.—Business Outlook ... FNS
Livingston, Joseph—Chess ... SPS
Loebl, Jocelyn—Ask Almyra ... TWN
Lofton, Jr., John D.—John D. Lofton, Jr. ... UFS
Long, Dr. Robert C.—It's OK To Talk About Sex ... PRI
Lord, Shirley—Shirley Lord ... FNS
Love, Judy—Stitchin' Time (Knitting) ... NEA
Lowe, Janet—The Visible Woman ... CNS
Lowman, Josephine—Why Grow Old? ... RTS
Loyd, Gene—Now! ... RTS
Luce, Clare Boothe—One Woman's Voice ... PRI
Lucinda—Rated G ... NPS
Ludcke, G. L.—A Woman and Her Money ... BEL
Ludcke, G. L.—Human Side of Investing ... BEL
Ludcke, George O.—It Could Be Verse ... LVD
Luft, Herbert G.—Our Film Folk ... JTA
Lund, Helen—Mature World ... TWN
Lundberg, Wayne—The Psychic Invasion ... TWN
Lurie, Ranon—Lurie ... KFS
Lustgarten, Karen—The Dynamic Body ... TWN
Luther, Mary Lou—Clotheslines ... LAT
Lyman, Shelby—Chess Quiz ... BCF
Lyman, Shelby—Shelby Lyman on Chess ... BCF
Lynker, John—Good Boating ... JPS
Lynn, Richard—The Sons of Liberty ... LYN
Lynn, Richard—John Peter Zenger ... LYN

M

MacDonald, Craig—At Your Leisure ... CNS
MacDonald, Dr. Neil—Psychology '78/79 ... TWN
MacDonald, Vicky—Family Skeletons ... BAL
MacDonald, Vicky—Off the Beaten Path ... BAL
Mace, Virginia—Consumer Aids ... NRS
MacKenzie, Ross & MacNelly, Jeff—We Hold These Truths ... UFS
Macklin, J.—Strange Destinies ... SBP
MacNelly, Jeff—MacNelly ... CTN
MacNelly, Jeff—Shoe ... CTN
MacNelly, Jeff &MacKenzie, Ross—We Hold These Truths ... UFS
Macomber, Frank—Motorways ... CNS
Macomber, Frank—Space Age ... CNS
Macpherson, Duncan—Macpherson Cartoons ... TSS
MacQueen, Kate—Common Cents ... CHR
Madame Ann—The Stars and Your Future ... BAL
Maddox, J.—PSST ... SBP
Maddox, J.—Zanies ... SBP
Maddox, Gaynor—Maddox Column ... NEA
Magila, Louis—Minit Doodle ... AF
Mahoney, Joe—Keeping Healthy ... CSP
Mahoney, Joe—Nice Weekend ... CSP
Majerski, Thomas—Growing Up Around The World ... TWN
Majerski, Thomas J.—Your Mind In Action ... TWN
Malder, Tom Von—Playback ... TWN
Malder, Tom Von—Sounding ... TWN
Maleska, Eugene—Daily Crossword ... NYT
Maleska, Eugene—Sunday Crossword ... NYT
Maloney, Jim—In Space Update ... HPR
Malino, Emily—Design For People ... UFS
Mamchur S. PH.D.—Adjustments In Marriage ... SYN
Manion, Marilyn—Marilyn Manion ... AMW
Mann, Roderick—Roderick Mann Column ... LAT
Mantey, Bernie—News Picture Service ... MOG
Marchese, Tony—Mixed Nut's ... TWN
Marcus, Jerry—*Trudy ... KFS
Marcus, Joe—Soccer ... SCI
Margolius, Sidney—For The Consumer ... WNS
Marks, Dorothy—Washington Feedback ... WNS
Marlette, Douglas—Marlette's Editorial Cartoon ... KFS
Marshall, Chester Allen—Test Your Horse Sense ... CTN
Martin—Photoday ... SAW
Martin—PsychoEcology ... SAW
Martin, Charlie—On The Record ... NCF
Martin, Henry—Good News/Bad News ... CTN
Martin, Joe—Tucker ... FNS
Martin, Marian—Dress Pattern Features ... KFS
Martin, M. W.—Medicalia ... MAR
Martin, M. W.—Sign-O-Rama ... MAR
Martin, M. W.—Sign-O-Rama ... MAR
Marzo, E. C.—Tigo Crossnumber Puzzles ... WAR
Massey, Sarah Lee—Child's Play ... TWN
Masson, Walter—Down To Earth ... DTE
Mastro, Susan Duff—Calorie Countdown ... MCN
Mathews, Carol—Money Watch ... LAT
Matthews, Garrett—Just Supposin' ... TWN
Mattingley, Rev. Woods—Psychic Forum ... TWN
Mattis, Bob—Hints For the Home ... CTN
Mattson, Marie—Trip Tips ... MAT
Mauldin, Bill—Bill Mauldin Column ... FNS
Mauldin, Bill—Mauldin ... FNS

Maurer, Linus—In The Beginning ... IPS
Maurice, Dick—Celebrities on the Couch ... CNS
Maurice, Dick—Coast to Coast ... CNS
Maver, Alan—Sports Cartoons ... KFS
Maxwell, Phyllis—Channel Chatter ... TWN
Maxwell, Phyllis—Rube From Tube ... TWN
Maxwell, Rod—The Hawk ... PF
May, Antoinette—Starcast ... CHR
Mayer, Dr. Jean & Dr. Johanna Dwyer—Food For Thought ... CTN
Mayer, Nancy—The Male Mid-Life Crisis ... DDS
McArthur, Jack—Finance ... TSS
McCabe, Bruce—Lt'ry Life ... CTN
McCarron, Owen—Marvelous Fun & Games ... RTS
McCarthy, Abigail—One Woman's Voice ... PRI
McCarthy, Eugene—Eugene MCarthy Column ... WSS
McCarthy, Fred—Brother Juniper ... FNS
McCarthy, Jim—Latest Line ... CTN
McClellan, Diana—Ear On Washington ... CTN
McClure, Darrell—Read & Remember ... OPS
McCollam, James—Antique Furniture ... CNS
McCombs, Julia C.—Sew Biz (c) ... COE
McCormack, Michael—CB Sender ... CNS
McCormack, Patricia—Woman's World ... UPI
McCormack, Patricia—Education Today ... UPI
McCormick, Tom & Lee Carroll—Our Boarding House ... NEA
McCulley, Jim—Racing-Sports ... UFS
McCullough, Ronald—Criss-Cross ... ARL
McDaniels, Jim—Gran'pa Mac ... TWN
McDonald, Elvin—Plants in The Home ... KFS
McDonald, Jimmy—Sports Scene ... MCF
McElhattan, Dean—Cartoons ... AMW
McFeatters, Dale—Strictly Business ... FNS
McGarrett, Michelle—Stay Young! ... RBN
McGarrett, Michelle—What's Happening In Radio & Television ... RBN
McGarvy, Carol—Let's Ask The Cook ... RTS
McGill, Angus & Dominic Poelsma—Ms. Augusta ... UNP
McGinnis, Sonia—Astro Analysis ... MOR
McGinty, Brian—Judge For Yourself ... TWN
McGrory, Mary—Mary McGrory Column ... WSS
McKinstry, Steve—Polemricks ... EF
McLeod, Robert Emmett—Book Reviews ... FEA
McManus, Michael J.—The Northern Prospective ... MCM
McNally, Joel—Playback ... SMP
McNeill, Joseph G.—Home Building & Maintenance ... TWN
McPherson, Wm., Ed.—Book World Service ... WPW
McQuillin, Brice—Headline Re-write ... TWN
McWhirter, Norris & Rose—According to Guinness (text) ... UNP
McWhirter, Norris & Rose—According to Guinness (illus.) ... UNP
Mead, Thom—TV Mailbag ... CNS
Means, Marianne—Marianne Means' Washington ... KFS
Medica, Rex—Drugs You Doctor Prescribes ... LAT
Mehle, Aileen—Suzy Says ... CTN
Meilach, Dona Z.—Creative Crafts ... MEI
Meilach, Dona Z.—Creative Crafts ... CF
Meisler, Richard—Books For Parents ... TLW
Meisler, Richard—Books On Education ... TLW
Meisler, Richard—This Learning World ... TLW
Melham/Brenner—Elwyn ... RTS
Meltzer, Bernard—Meltzer on Real Estate ... FNS
Mendelsohn, Dr. Robert—People's Doctor ... CTN
Mengenhauser, Jane—Kitchen Sampler ... NSS
Menninger, Dr. Walt—In-Sights ... UNP
Meritakis, Stan—O • O ... MRT
Merrell, Jesse H.—Religion and the Times ... MER
Merrell, Jesse H.—Washington Welter ... MER
Merrill, Martee/Hank Hartmann—"Lord, I Said" ... FAM
Messick, Dale—Brenda Starr ... CTN
Messinger, Bill—Beyond the City Limits ... TWN
Metz, Robert—Market Place ... NYT-NS
Meyer, Bruce—Rock Music ... UPI
Meyer, Cord & Charles Bartlett—News Focus ... FNS
Meyer, John—Canadian Business Report ... TSS
Meyers, Jeff—The Black Athlete ... SMP
Meyers, Norman G.—Rules of Golf ... MEY
Meyerson, Bess—Listen Bess ... CTN
Michaels, Ken—Biochart ... SUN
Michaels, Ken J.—Biodex ... EF
Michaels, Lou—Crosswordwise ... BAL
Michels, Marcia—TV From A Woman's Viewpoint ... AMF
Michels, Marcia—Video Vignettes ... AMF
Mii, Itsi—Record Levels ... MCF
Mikkelsen, Dahl—Ferd'nand ... UFS
Miko, Bob—Miko's Notebook ... MNS
Mikulka, William J.—Homer Sapiens ... TWN
Mikus, Ben—Ben Mikus ... WLS
Miles, John—Perkins ... RTS
Millar, Jeff & Bill Hinds—Tank McNamara ... UNP
Miller, Dick—Dick Miller New York, New York ... GAR
Miller, D.V.M., Dr. Frank—The Wonderful World of Animals ... CHR
Miller, D.V.M. Dr. Frank—The Wonderful World of Animals ... KFS
Miller, Eugene—Your Medicare ... MLN
Miller, Irma Ganz—Etc. & P.S. ... SA
Miller, Irma Ganz—Sports . . . Postpaid ... SA
Miller, Irma Ganz—Sport & Recreation ... SA
Miller, Irma Ganz—Soccer Shots ... SA
Miller, Jeff—Adventure Postpaid ... SA
Miller, Mary Sue—A Lovelier You ... FNS
Miller, R. A.—Better Bridge ... MLR
Milligan, Patsy—Olga Knows ... MLS
Milmoe, Eugene—Your Car ... LAT
Mims, Bruce & Rosine—Five Square ... TWN
Mink, Randy—Youth On The Go ... MIK
Misch, Robert J.—Eat, Drink & Be Merry ... WNS
Mitchell, Phyllis—Happier Living ... MIT
Mitchell, Phyllis—Phyllis Mitchell's Column ... MIT
Mitchell, Phyllis—Your Life and Mine ... MIT
Mockridge, Norton—Norton Mockridge ... UFS
Moffitt, Larry—For The People ... NWR
Moldvay, Albert—Your Photos ... LAT
Mollen, Dr. Art—Run For Your Life ... DDS
Molloy, John T.—Dress For Success ... NYT
Monroe, Alexander—Barnacle ... SBP
Montaner, Carlos A.—Latin View Of The U.S. ... ALA
Moon, Ben L.—Just For Kids ... MNC
Moor, Rev. N.R.H.—Faithfully Yours ... MCF
Moore, Foster—Gumdrop ... UFS
Moore, Jack—Kelly & Duke ... UNP
Moores, Dick—Gasoline Alley ... CTN
Moran, Thomas E.—Sportsville ... TWN

FEATURES BY AUTHORS

Morehouse, Rebecca—Broadway Interviews ... WNS
Moreno, Pedro R.—Brother Simon & Lucas ... TWN
Moreno, Pedro R.—Chris ... TWN
Morgan, Frank—Time Capsules ... TWN
Morgan, Neil—Morgan Jounal ... CNS
Morris, Milt—Editorial Cartoon ... APN
Morris, William & Mary—Words, With & Wisdom ... UFS
Morrissey, Elaine—Birthscope ... ASI
Morse, Jane—The Penny-Wise Traveler ... KFS
Moskowitz, Milton—Milton Moskowitz Column ... LAT
Moss, Geoffrey—Mossprints ... WPW
Moss, Stirling—Motor Tips ... SBP
Mulaney, Tom—The Week In Finance ... NYT-NS
Murfin, Clifton H.—Sports Flashback ... MUR
Murphy, Frank G.—Faces In The News ... DIS
Murphy, Jack—Various Titles ... CNS
Murray, Bill—Celebrity World ... MFS
Murray, Bill—"Those Browns" ... MFS
Murray, Carolyn S.—Your Home ... LAT
Murray, Dorothy—How Times Have Changed ... TWN
Murray, Jim—Jim Murray Column ... LAT
Musick, Charles—Heartline ... RTS
Myers, Russ—Broom-Hilda ... CTN

N

Nachman, Gerald—Double Take ... CTN
Nadel, Norman—Critic-At-Large ... NEA
Nadell, Lila—Fashion Sence ... FS
Nader, Ralph—In The Public Interest ... RTS
Nagel, Claire—Kids' Corner ... KID
Naiman, Ingrid—Astrology Column ... ERI
Naismith, Helen—Celebrity Dining ... TWN
Naismith, Helen—Eppie The Hostess's Helper ... TWN
Naylor, J.—Astrology—Today ... SBP
N.B.A.—N.B.A. Tipoff ... UFS
Neikarz, Tom—Do Your Own Thing ... UB
Neilan, Edward—Asia Memo ... CNS
Neillo, Nat S.—Reel Talk ... BAL
Nelson, James B.—The Part Time Gardener ... FNI
Nesoff, Bob—Camping All Year Round ... MCN-GSM
Nesoff, Bob—Travel & Leisure ... GSM
Nettleton, Ida—A Problem Today ... SBP
Newgate, J. Baxter—National Challenge ... CTN
Newman, Dr. Robert C.—For Women Only ... UFS
Newman, Shirlee/Cocoran, Jean—Hooray For Kids ... TWN
Nicholson/Condit.—Capitol Connection ... CAP
Nickens, Frank—Otto Sez ... HPS
Nicklaus, Jack—*Play Better Golf with Jack Nicklaus ... KFS
Nickols, Robert E.—Getting Into The Wine ... TWN
Nidetch, Jean—Thinking Slim ... SF
Nigh, Dr. Ed and Stark Research Co.—The Formula ... UNP
Nightingale, Gay—Indoor Gardening ... ITP
Nobbe, George—Real World ... KFS
Noble, Philip—Uncommon Conversations ... UNP
Nofziger, Ed—Animalogic ... LAT
Nolte-Watts; Carolyn—Watch This Space ... UNP
Nomides, Leon—Icarus ... MCF
Norris, Paul—*Brick Bradford ... KFS
Norris, Paul & Lyle Swigart—Geriatrix ... CNS
Novak, Michael—Illusions & Realities ... WSS
Novak, Robert & Roland Evans—Inside Report ... FNS
Nugent, Art—Funland ... UFS
Nussbaum, Martin—Computer—Friend or Foe ... TWN
Nydick, David—You, Your Child and School ... DAN
Nydick, David—You, Your Child & Sports ... DAN
Nydick, David—You, Your Child and Entertainment ... DAN
Nyergas, Christopher—Hiking and Biking ... IPS

O

Oakley, Giles—The Devil's Music ... SMP
O'Brien, Jack—Jack O'Brien ... KFS
O'Brien, Pepper—TV Dial-ogue ... UFS
O'Brien, Pepper & Joan Crosby & Dick Kleiner—TV Scout ... EF
O'Donnell, Peter—Modesty Blaise ... LAT
Oertle, V. Lee—The RV Trail ... IPS
O'Flaherty, Terrence—Assignment: Television ... CHR
Ogden, Theodore Roosevelt—Dear Teddy, Washington, D.C. ... TWN
Ohlsson, Ib—Ib Ohlsson Art ... NIES
Oka, Tom—Deems ... SM
Olderman, Murray—Just Ask Murray Olderman ... NEA
Olderman, Murray—Olderman's Features ... NEA
Olderman, Murray—Olderman Cartoons ... NEA
Oliphant, Pat—Pat Oliphant Cartoon ... LAT
Olivero, Lucho & Alfredo Grassi—*Gunner ... KFS
Olshan, Mort—College Basketball Forecast ... MOS
Olshan, Mort—College Basketball Ratings ... MOS
Olshan, Mort—College Football Forecast ... MOS
Olshan, Mort—College Football Power Rating ... MOS
Olshan, Mort—Pro Football Forecast ... MOS
Omarr, Sydney—Astrological Forecast ... LAT
O'Neill, Sarge—Cartooncatures ... SOU
O'Neill, Sarge—Jack Knife & T. Spoon ... SOU
O'Neill,Sarge—Shanghai Lil ... SOU
O'Neill, Sarge—Barnyard Gate ... SOU
O'Reilly, Don—Dateline: Detroit ... AU
O'Reilly, Don—Inside Auto Racing ... AU
O'Reilly, Don—Motorcade USA ... AU
O'Reilly, Jane—Jane O'Reilly ... EF
Orben, Robert—Orben's Comedy Fillers ... COC
Orben Robert—Jest For You ... COC
Orloff, Ed—Medicine Digest ... CRO
Orloff, Ed—Your immediate Future ... CRO
Osborne, Robert—On Location ... HRS
Osol, Bernice Bede—Astro*Graph ... NEA
Osol, Bernice Bede & Elmarine Hanratty—This Week In Astrology ... NEA
O'Sullivan, Joan—*Living Today ... KFS
Ott, Joseph K.—Antiques in America ... PJC
Ouellet, Jo—Teleworld ... LAT
Ouellet, Jo—Wonderword ... LAT
Overgard, Wm. and Allen & John Saunders—Steve Roper ... FNS

P

Paicini, Le—One-Lining Sports ... LEP
Paicini, Le—On the Spo(r)t ... LEP
Pacini, Le—So What? ... LEP
Pacini, Le—Special Moments in Sports ... LEP
Paige, I.H.—Your Home-Buying & Selling It ... KON
Palmaccio, Anthony J., M.D.—Hey Doc! ... MCN
Palmer, Arnold—Palmer Method ... UFS
Palmer, Arnold—Tips From The Tour ... UFS
Palmer, Gary—The Corn Box ... CNS
Palmer, Paige—Fashion 'n Figure ... FAS
Palmer, Page—World Wide Travel Advice ... FAS
Paquin, Jo—Premier Crossword Puzzles with Cryptoquips ... KFS
Parker, Brant/Bill Rechin—Crock ... FNS
Parker, Brant/John Hart—The Wizard of Id ... FNS
Parker, Donna—Parody Press ... TWN
Partch, Virgil—Big George ... FNS
Paschen, Bernice—Crossword Puzzle ... SM
Paska/Tuska/Colletta—Superheroes ... CTN
Pastoret, Phil—Barbs ... NEA
Patterson, Jas—Car Tests ... THG
Patterson, Louise—Good Buys-What, Where, Why ... TWN
Patterson, Rob—Sounds ... NEA
Patterson, William—The Pet Parade ... PET
Pattington Meader G.—Monthly Review of Loony Larcenies ... TWN
Paul, Jan—Around The House ... PAU
Paul, Jan—Books Around The House ... PAU
Paulus, John Douglas—On The Other Hand ... MCF
Paulus, John Douglas—Everybody's Business ... MCF
Paulus, Mid—Book Marks ... MCF
Paulus, Mid—Book Marks ... MCF
Paulus, Mid—Homebody Gourmet ... MCF
Paulus, Mid—Beautiful Homes ... MCF
Paxson, Richard, Jr.—One Minute Crossword ... TWN
Payette, Virginia—Virginia Payette ... UFS
Payne, Sanford C., Jr.—1001 Stolen Jokes, Filler Gagfile ... PAY
Payton, B.L.—Figure Fun ... TWN
Pederson, Kern—Color This ... SM
Pederson, Kern—If I Had My Way ... TWN
Pederson, Kern—It Just So Happened ... SM
Pederson, Kern—Just Imagine ... TWN
Pederson, Kern—Little Farmer ... SM
Pederson, Kern—Our Paper Boy ... TWN
Pederson, Kern—Your Daily Paper-Read It-Use It ... TWN
Peirce, Neal R.—Neal Peirce Column ... WPW
Pelton, Robert W.—Colonial Kitchen Corner ... TWN
Pelton, Robert W.—Graphoanalysis Scrapbook ... TWN
Pelton, Robert W.—Map Madness ... TWN
Pelton, Robert W.—Would You Believe ... TWN
Peltz, Cissie—Chalk ... SMP
Pennington, Ron & Arthur Knight & Earl Davis—Movie Reviews ... HRS
Perew, T.—Subhuman Relations ... TWN
Perkins, Steve & Herskowitz, Mickey—Sports Hot Line ... UNP
Peter, Laurence J.—Peter's people ... MAN
Peterman, Gary & Roger Bollen ... CTN
Peters, Mike—Mike Peters ... UFS
Peterson, Clyde—C.P. Houston ... RTS
Petti, M., M.D. & Jud Hurd—Health Capsules ... UFS
Phillips, Kevin P.—Kevin P. Phillips ... KFS
Pidity, Stu—Bureaucratic Bumbling ... TWN
Pierce, Phil E.—Pungent Prayer ... PUN
Pike, Charles—Pike Peeks ... TWN
Pincus, Dorothy—Singles Scene U.S.A. ... TWN
Pinkerman, John—Todays Books ... NWS
Pinkerman, John—Travel ... NWS
Pinkerman, John—Travel ... NWS
Pinkley, Virgil—Virgil Pinkley ... IPS
Pinkley, Virgil—Write on ... CNS
Pinter, Walter—Lucky & Able ... TWN
Piper, Bill—Old Is Beautiful ... BAL
Piper, Bill—The Jogger Sez ... BAL
Plympton, Bill—Plympton ... PLY
Plagenz, George—Things That Matter ... UFS
Poelsma, Dominic & Angus McGill—Ms. Augusta ... UNP
Poinier, Art—Art Poinier ... UFS
Polk, M.D. Irwin J.—Man And Medicine ... PAG
Pollack, Joyce—The Culinary Corner ... CUL
Pollan, Clay—Star Gazer ... MCN
Pollan, Clay—Scram-Lets ... MCN
Pollan, Clay—Horoscope ... MCN
Pollard, Douglas C.—Dieter's Corner ... UFS
Polonsky, Dr. Arnold—Accent On Pets ... TWN
Pomerleau, Ovide & Cynthia—Breaking The Smoking Habit ... MAN
Pompey, Joseph H.—World of Stamps ... TWN
Porter, McKenzie—McKenzie Porter ... SUN
Porter, Sulvia—You Money's Worth ... FNS
Posner, Jack—Capitol Comedy ... POS
Post, Elizabeth—Doing The Right Thing ... CTN
Post, Howard—Dropouts ... UFS
Post, Richard W.—Get Well and Stay Well ... TWN
Post, Warren—Rules Of The Road ... TWN
Potter, Bill—Woody's World ... UFS
Poussaint, Dr. Alvin F. & Dr. James P. Comer—Getting Along ... SMP
Poussaint, Dr. Alvin F.—Minority Human Relations ... BPS
Power, Al—Canadian Crossword ... YPL
Power, Al—Sports Quiz-Cross ... YPL
Power, Dr. Lawrence—Food & Fitness ... LAT
Power, Jonathan—Jonathan Power ... UNP
Powers, Bob—Creative Consumer ... CCM
Preston, Charles—Crossword Puzzle ... RTS
Preston Charles—Quote Acrostic ... LAT
Prentice, John and Fred Dickenson—*Rip Kirby ... KFS
Price, Eleanor—All About Pets ... LAT
Price, James G., MD.—Family Physician ... SF
Prinkey, John—Bee Smart ... FSF
Prinkey, John—Test Your ESP ... FSF
Prinkey, John—Whozit ... FSF
Prinkey, John—Zodyaks ... FSF
Prochnow, Herbert V.—Test Your Humor ... TWN
Proctor, Joan—Happily Ever Laughter ... IPS
Pugner, Mark—Wine Primer ... TAG
Puleo, Vincent—On The Screen ... TWN
Pyle, Dolores—Your Horoscope Forecast ... PYL

FEATURES BY AUTHORS

Q

Queen, Alan—Scientific Topics ... PWF
Queen, R.I./B.A.—Education ... PWF
Queen, Robert I & B.A.Queen—Spot News Features ... PWF
Quincy—Our Ancestors ... SF
Quinlan, J & J—Karen Ann ... DDS
Quinn, Jane Bryant—Staying Ahead ... WPW
Quinn, W.—Mazes Galore ... OPS
Quintanilla, Dr. Jaime—Parent's Corner ... TWN

R

Raden, Don & Ross, Ken—Selling Short ... UNP
Raden, Don—Suburbia ... SF
Radl, Shirley L.—Mothers Are People Too ... TWN
Raduta, Henry & Max Bibber—Winnie Winkle ... CTN
Rafferty, Max—Max Rafferty Column ... LAT
Ramos—**Spanish Crossword Puzzle** ... KFS
Rand, Lester—Teen-Agers Say ... YOU
Rand, Lester—The Youthful Viewpoint ... YOU
Rand, Lester—Today's Teens ... YOU
Randal, Judith—Judith Randal ... PRI
Randall, Carter—Carter Randall Column ... MIA
Rands, Howard—Twitch The Witch ... SM
Rands, How—Fun Bug ... SM
Ranger, Robert—Copycats ... TWN
Raspberry, William—William Raspberry Column ... WPW
Rather, Dan & Mickey Herskowitz—The Camera Never Blinks ... SMP
Ration, Libby—Liberation Legislation ... TWN
Ratliff, Dick—The Political Estate ... TWN
Rawls, S.C.—Scrawls Cartoons ... NEA
Ray Al—Sports Special ... CSP
Raymond, Jim—Dean Young—*Blondie ... KFS
Raymond, Lee—Book Talk ... ECS
Read, Peggy—Food ... EPS
Reagan, Ronald—*Ronald Reagan ... KFS
Reardon, Patrick—Quiz America ... SMP
Reardon, Patrick & Kirby W. Stanat—
Job Hunting Secrets and Tactics ... SMP
Rechin, Bill & Parker, Brant—Crock ... FNS
Reed, Ed—Off the Record Page ... RTS
Reed, Ed—Off The Record Daily ... RTS
Reed, George—Naked I ... TWN
Reed, Jon, Michael—Tune In Tomorrow ... EF
Reed, Rex—Rex Reed ... CTN
Reed, Sue—Samantha Reads Your Stars ... SF
Reed, Tom—Record Rap ... WOR
Rehns, Charles—Aid For the Handicapped ... REH
Rehns, Charles—Ancient Proverbs and Modern Relevancies ... REH
Rehns, Charles—Distillates of Random Thoughts ... REH
Rehns, Charles—Isn't It the Truth? ... REH
Rehns, Charles—The High Road To Business ... REH
Rehns, Charles—Tasty Tales ... REH
Rehns, Charles—Wisdom in the Street ... REH
Rehns, Charles—Harvest Time of Life ... REH
Rehns, Charles—Live Longer, Be Happy ... REH
Rehns, Charles—Winning Ways ... REH
Reichart, Ron—Operating A Business From Your Home ... RJR
Reichart, Ron—Taking A Chance ... RJR
Reichart, Ronald J.—Turf Tips ... TWN
Reid, Ace—Cowpokes ... COW
Reis, Harrington & Fraknoi—Exploring The Universe ... CHP
Reitz, Jim & Charlotte Slater—
Things Your Mother Never Taught You ... UNP
Rejskind, Gerard—Audiolab ... CWF
Rejskind, Gerard—Photo Talk ... CWF
Reston, James—Column ... NYT-NS
R.G.—What's Next!? ... IPS
Rhamey, Ray—Lars and June ... RAY
Rhoades, Judith G.—You & Your Money ... CNS
Riblet, Carl, Jr.—Isn't It The Truth ... INO
Riblet, Carl, Jr.—The Weather And You ... INO
Rich, Albert—Ask The Lawyer ... RBN
Richards, Ted—E. Z. Wolf ... RIP
Richards, Ted—Forty Year Old Hippie ... RIP
Richey, Dorothy—The Other Side ... RBN
Richey, Dorothy/Bosch, Patricia—Today's Woman
in Today's World ... RBN
Richey, Dorothy & Noyes—Dorothy Richey's Travel Talk ... RBN
Richman, Milton—Sports Parade ... UPI
Richmond, Norman "Otis"—Cream Off The Top ... RIN
Ricky, Trick—Wordy Gurdy ... UFS
Riddle, Ned—Mr. Tweedy ... LAT
Ridgeway, Frank & Ralston Jones—*Mr. Abernathy ... KFS
Riesel, Victor—Inside Labor ... FNS
Riggenbach, Jan—Backyard Bounty ... JAN
Righetti, Robert—BOOKMARK ... BAL
Righetti, Robert—For Pete's Sake ... BAL
Righetti, Robert—Professor Narin ... BAL
Righetti, Robert—Noodles ... BAL
Righter, Carroll—Carroll Righter Horoscope ... MCN
Riley, Chris—Trivia ... CF
Riley, Thomas—Other Places Other Times ... TWN
Riley, Walter—Dateline Washington ... TWN
Riordan, James—Flim, Flam, Films ... RPT
Riordan, James—In Depth ... RPT
Riordan, James—Musicphoto ... RPT
Riordan, James—Rock ... RPT
Riordan, James—Rock-Pop ... RPT
Riordan, James—Rock Trivia ... RPT
Ripley—*Ripley's Believe It Or Not! ... KFS
Risten, H. L.—Crossword ... EDC
Ritter, John—Lawyers' Viewpoint ... LEG
Ritter, John & Levine, Paul—Legal Briefs ... LEG
Ritter, John & Paul Levine—Point of Law ... LEG
Ritter, John & Paul Levine—Legal IQ ... LEG
Rivers, Lucille—Lucille Rivers On Sewing ... FNS
Robbins, Dr. Albert—Diet & Health Forum ... JDL
Roberts, Wayne—Any Man Can ... TWN
Robi, Alberta—Dining With Robi ... NEW
Robin—Woodsies ... TWN
Robinson, Jerry—Flubs & Fluffs ... CWS
Robinson, Jerry—Life With Robinson ... CWS
Robinson, Lisa—Rock Talk ... FNS
Robinson, Robin—Robin's World ... PRI
Roche, John P.—A Word Edgewise ... KFS
Roche, Ruth—Flamingo ... PF
Rochette, Edward C.—Coin Roundup ... LAT
Rockmore, Milton—The View From The Top ... ROC
Rodewalt, Vance—The Byrds ... TSS
Rodrigues, Charles—Casey ... CTN
Rogers, Dick—Johnny Wonder ... EF
Rogers & Adamakos—Winnie The Witch and The Giant Potato ... CWF
Rogerson, Cliff—Tee Vee Laffs ... UFS
Rollins, Carole—Things To Do ... TWN
Roman, Jack—The Brain Trust ... PCF
Romita, John/Stan Lee—The Amazing Spider-Man Daily ... RTS
Romita, John/Stan Lee—The Amazing Spider-Man Page ... RTS
Roosevelt, Edith K.—Between the Lines ... ROO
Roschkov, Vic—Roschkov Cartoons ... TSS
Rose, Elinor K.—Sugar and Spice ... AF
Rose, Merrill—Help-Mate ... CNI
Rose, Sheldon—MODmor List ... JPS
Rose, Sheldon—Programmers Service ... JPS
Rose, Sheldon—Rockasters Listers ... JPS
Rosenblum, Robert—Better Bridge ... CNS
Ross, Eliza—Around & About Hollywood ... TWN
Ross, Ken & Raden, Don—Selling Short ... UNP
Ross, Linda—Household Hints ... IMN
Ross, Martin J.—A Good Book to Read ... LAW
Ross, Martin J.—Law Briefs for Business ... LAW
Ross, Martin J.—Landmark Decisions ... LAW
Ross, Martin J.—Letters From Dad ... LAW
Ross, Martin J.—People and Problems ... LAW
Ross, Martin J.—The Law Brief ... LAW
Ross, Martin J.—The Law Clinic ... LAW
Ross, Stephen—Entertainment and the Arts ... IMN
Ross, Stephen—Food and Wine ... IMN
Ross, Stephen—Travel ... IMN
Rossiter, Al. Jr.—Science Today ... UPI
Roth, June—Special Diets ... ROJ
Roth, Nell & Jeb Landoceur—Blisters ... TWN
Rothkirch, Edward V.—Junk or Treasure? ... TWN
Rothkirch, Edward V.—Magic Carpet ... TWN
Rourke, Violet B.—Fillers ... TWN
Rowan, Carl T.—Carl Rowan ... FNS
Rowen, Hobart—Economic Impact ... WPW
Rowse, Arthur E.—Consumer Contact ... CNI
Rukeyser, Merryle Stanley—Everybody's Money ... SIM
Rukeyser, Louis—Louis Rukeyser Column ... MCN
Rupe—Freddy ... FNS
Rusher, William—The Conservative Advocate ... UNP
Russell, Carol L.—On Needles and Pins ... BAL
Russell, Mark—Mark Russell Column ... LAT
Russell, Peggy—Country Music People ... TWN
Russell, Richard—Can You Explain It? ... AFI
Ruth, Philippa—'Bout Books ... WOR
Rutledge, Dr. Aaron—Of Men and Women ... UNP
Ryan, Joan—Joan Ryan Column ... WPW
Ryan, Leo—Dateline: Paris ... NANA
Ryan, Marsha—Celebrity Cookbook ... TWN
Ryan, Steve—Puzzle Cards ... CNS
Ryan, Steve—Zip-Zag ... CNS
Ryan, Tom K.—Tumbleweeds ... UFS
Ryan, William L.—William L. Ryan ... NANA
Ryskind, Morrie—Morrie Ryskind Column ... WSS
Ryweck, Chas.—N.Y. Stage Review ... HRS

S

Sabry, Zac & Ruth Fremes—Eating Right ... TSS
Sackler, Arthur M. M.D.—One Man . . . And Medicine ... IMTS
Safire, William—Essay ... NYT-NS
Sagendorf, Bud—*Popeye ... KFS
St. John, Bianca—The Wine Rack ... MCN
St. John, Tracy—Word Cage ... SF
St. Michel, Jean-Paul—Deco Plans ... LAT-CWF
St. Michel, Jean-Paul—Project Plan of the Week ... LAT
Saiem, Johnny—Seaweed ... TWN
Saksena, Madge—Ask Aunt Madge ... ASK
Salisbury, Harrison—Travels Around America ... SMP
Saltz, Donald—Check Your Knowledge ... QUF
Saltz, Donald—Memory Quiz ... QUF
Saltz, Donald/Ron Snider—Only Yesterday ... INT
Saltz, Donald—Daily Trivia Quiz ... QUF
Sanchez, Ray—Morty ... RGA
Sanders, Anne—Look & Learn ... SBP
Sanders, Bill—Sanders ... FNS
Sandy, Sheilia—The Mini-Gourmet ... SF
Sansom, Art—The Born Loser ... NEA
Saperstein, M.J.—Words In The News ... TWN
Sargent, David R.—Successful Investing ... LAT
Sasso, Joey—Inside TV ... MCN
Sattler, Warren—Grubby ... SM
Saunders, Allen & John & Ken Ernst—Mary Worth ... FNS
Saunders, Fritchie—For a Happy Life ... HC
Saxe, Kathleen—Word Game ... UFS
Scaduto, Al & Bob Dunn—*They'll Do It Everytime ... KFS
Schaaf, Miv—Things ... SCH
Schaaf, Miv—You Know You Really Love Them When ... SCH
Scheider, Howie—Bimbo's Circus ... EF
Scheuer, Steven H.—Soap Opera Scene ... KFS
Scheuer, Steven H.—TV Key Previews, Mailbag, Movie Reviews ... KFS
Schlafly, Phyllis—P.S. To the News ... CNS
Schlessinger, Dr. Laura—Closer Encounters ... CNS
Schmidt, Walter—Dear Anybody: ... TWN
Schmidt, Steven—Astrology In Time & Space ... TWN
Schneider, Howie—Eek & Meek ... NEA
Schneider, Lou—Trade Winds ... NANA
Schorer, Brint, Jr—The Tiny Times ... TIN
Schorr, Bill—Schorr ... CTN
Schorr, Daniel—Daniel Schorr At Large ... RTS
Schram, Jolly—Energy Report—Southwest ... ENR
Schreiber, Joanne—Stitchin' Time (sewing) ... NEA
Schroeter, Bob—*Laugh Time ... KFS
Schuller, Rev. Robert—It's Possible ... NEA
Schultz, Whitt N.—How Creative Are You? ... KNF
Schultz, Whitt N.—How To Be A Successful Manager ... KNF
Schultz, Whitt N.—How To Be Successful ... KNF
Schultz, Whitt N.—How To Build A Business ... KNF
Schultz, Whitt N.—How-To Business Articles ... KNF
Schultz, Whitt N.—How To Communicate Skillfully ... KNF
Schultz, Whitt N.—How To Develop Success Habits ... KNF
Schultz, Whitt N.—How To Be A Winner ... KNF
Schultz, Whitt N.—How To Develop Your Potential ... KNF
Schultz, Whitt N.—How To Improve Your Letterwriting Skills ... KNF
Schultz, Whitt N.—How To Manage Stress Successfully ... KNF
Schultz, Whitt N.—How To Motivate Yourself ... KNF
Schultz, Whitt N.—How To Save Time ... KNF
Schultz, Whitt N.—How To Sell Successfully By Mail ... KNF
Schultz, Whitt N.—How To Solve Your Problems ... KNF
Schultz, Whitt N.—How To Think Creatively ... KNF
Schulz, Charles M.—Peanuts ... UFS
Schwalb, Harry—Long Stretch ... TWN
Schwartz, David—Panorama ... JTA
Schweikardt, Ann Davis—Antiques ... DPS
Scott, David E. & Gwynneth Evans—Canada Quiz ... SMP
Scott, Frances—A Woman Like You ... BAS
Scott, Frances—Fact or Fantasy ... BAS
Scott, Frances—Faith Fortune, Confidential Counselor ... BAS
Scott, Niki—Working Woman ... UNP
Scott, Vernon—Scott's World ... UPI
Scott, Vernon—TV Profile ... UPI
Seff, Dr. Phil & David Baer—Our Fascinating Earth ... CNS
Segal, Robert E.—The Opinion ... SAF
Seib, Charles B.—News Business ... WPW
Sellers, Paul—Eb and Flo ... UFS
Sematones—Pistachios ... SBP
Senich, Mike—*The Katzenjammer Kids ... KFS
Shapiro, Harvey—Racing World ... ASI
Shapiro, Heim & Dick Coder—Mediterranean Kitchen ... TWN
Sharfman, Bern—Kitchen Cynic ... AMF
Sharif, Omar—Backgammon ... CTN
Sharif, Omar & Goren, Charles—Goren on Bridge ... CTN
Sharma, Dr. Ishwar C.—Meditation for Self-Improvement ... TWN
Sharp, Hal—Sportsman's Digest ... LAT
Shaw, D. B.—Cookin' with Moxie ... TWN
Shaw, D. B.—The Moxie Memo ... TWN
Shaw, D. B.—Your Horoscope ... TWN
Shaw, Laurence H.—What's Ahead For Southern Business ... TWN
Shearer, Ted—Quincy ... KFS
Shedd, Dr. Charles—Strictly For Dads ... UNP
Sheen, Bishop Fulton J.—Bishop Sheen Writes ... WSS
Sheerin, C.S.P., Rev. John B.—Sum and Substance ... NCF
Sheffer, Eugene—Crossword Puzzle with Cryptoquips ... KFS
Sheinwold, Alfred—Sheinwold On Backgammon ... LAT
Sheinwold, Alfred—Sheinwold On Bridge ... LAT
Shelton, Gilbert—Advanced Motoring Tips ... RIP
Shelton, Gilbert—Fat Freddy's Cat ... RIP
Shelton, Gilbert—Wonder Wart Hog ... RIP
Shelton, Isabelle—Mirrors Of Washington ... NANA
Shepherd, Emalene—Pure Fluff ... TWN
Sheppard, Eugenia—Inside Fashion ... FNS
Sheridan, Sarah—Recipe ... EDC
Sherrod, Jane—Modern Etiquette ... SBP
Sherrod, Jane—Famous Recipes ... SBP
Sherrod, Jane—Teenage Driving Tips ... SBP
Shirvanian, B.—Short Story Cartoons ... SBP
Shonting, Howard—Fillers (Real Estate) ... RER
Shonting, Howard—Real Estate Book Reviews ... RER
Shonting, Howard—Real Estate Business ... RER
Shonting, Howard—Real Estaste Q & A ... RER
Shonting, Howard L.—The World of Real Estate ... RER
Shore, Benjamin—Pennsylvania Avenue ... CNS
Shropshine, John H.—Shoe Fuil' A Chaff ... SHR
Shuttleworth, John—The Mother Earth News ... RTS
Siberman, Sidney A.—Chess ... CWF
Silk, Leonard—Economic Analysis ... NYT-NS
Silver, Rabbi Samuel—Silver Lining ... SAF
Silvermintz, Marvin—Wheel of Fortune ... TWN
Silvio, Robert—Living Words ... BAL
Simonsen & Berthel—Junior Editors ... APN
Simpson, David—David Simpson ... UFS
Simpson, Kathy—Pics Trix ... BAL
Simpson, R. Lee and Cathy—Crypto-Game ... BAL
Simpson, R. Lee—The Teaser ... BAL
Sims, Edward H.—Ports Of Call ... EDC
Sims, Lydel—Watch Your Language ... CF
Sims, Mrs. Hugo Sr.—Louisa's Letter ... EDC
Siner, Howard—Sports Stories ... NEA
Singer, Jane Sherrod—Modern Sherlock Holmes ... SBP
Singer, Jane Sherrod—Test Yourself ... SBP
Singer, Kurt—Household Repair Dictionary ... SBP
Sinor, John—John Sinor Column ... CNS
Sixta, George—Rivets ... FNS
Skiena, Steven—Computer Picks the Pros ... COM
Skinner, Sam—Black Sports ... BPS
Slater, Charlotte & Jim Reitz—
Things Your Mother Never Taught You ... UNP
Sloan, Robin Adams—*The Gossip Column ... KFS
Sloane, Bob—Going Our Way ... STR
Smith, Al—Mutt & Jeff ... MCN
Smith, Al—Life In The Suburbs ... SM
Smith, Al—Rural Delivery ... SM
Smith, Cecil—Cecil Smith Television Column ... LAT
Smith, Doris—From the Kitchen, Shelf ... WLS
Smith, George and Virginia—The Smith Family ... WSS
Smith, Jack—Time Of Your Life ... UFS
Smith, Jacob—Advice to the Taxlorn ... INO
Smith, Joe Kingsbury—*Kingsbury Smith ... KFS
Smith, J. Vincent—Oriental Cookery—The Painless Way ... TWN
Smith, Liz—Liz Smith Column ... CTN
Smith, Lowell—The Average American ... RTS
Smith, Red—Sports of the Times ... NYT-NS
Smith, Stan—*Stan Smith's Tennis Class ... KFS
Smith Studios—Craft Patterns ... FNS
Smolar, Boris—Between You and Me ... JTA
Smythe, Reggie—Andy Capp ... FNS
Snider, Ron/Donald Seltz—Only Yesterday ... INT
Snowe, Leon P. II—Ace of the Staff ... TWN
Snyder, Jimmy—Jimmy The Greek ... FNS
Sobol, Donald J.—2 Minute Mystery ... TM
Solomon, Neil, M.D., Ph.D.—Dr. Neil Solomon ... LAT
Sonstein, Bill—On Wines ... SON
Soth, Lauren—Food and Agriculture Affairs ... RTS
Sott, Donna—My Grandma ... KFS
Sousa, John Philip—Various Titles ... CNS
Sousse', Edgar—The Grape Press ... BAL

Sowienski, Janet Creative Home Crafts ... ART
Spadone, F.G. Coin Stamp Medal World ... SPA
Spadone, F.G. Variety Oddity Coin Collecting ... SPA
Spears, Jackie & Fortuna, Michael Penny Thoughts ... AF
Squirru, Rafael Latin-American Art ... ALA
Stack, Frank Dorman's Doggie ... RIP
Stambler, Irwin Pop, Rock & Soul ... NWR
Stanfield, Ron W. Skipper ... TWN
Stahl, Nancy Once Over Lightly ... UNP
Stanat, Kirby W. Chasing A Cheer ... SMP
Stanat, Kirby W./Patrick Reardon
Job Hunting Secrets and Tactics ... SMP
Stanoszek, Ed Homers Groaners ... LAT
Stansbury, Herb Smart Chart ... LAT
Stapley, Ray Your Car ... TSS
Stare, Frederick, M.D./Dr. Beth Whalen Food and Your Health ... FNS
Stark, Dr. Edward Super Shrink ... TWN
Starr, Leonard On Stage ... CTN
Staten, Vince The Screening Room ... ASI
Stayskal, Wayne Stayskal ... CTN
Stees, John Another View ... UFS
Stees, John The Bosleys ... UFS
Steif, William The U.S. and You ... NEA
Stein, Herbert The Economy Today ... UFS
Steincrohn, Peter J., M.D. Stop Killing Yourself ... MCN
Steitz, Phil In The Pits ... ART
Stephenson, Malvina Washington Interviews ... WNS
Sterling, Bryan Will Rogers Says ... RTS
Sterrett, Lyle Snappy Grampy ... TWN
Stevens, Mark Small Business ... STE
Stevens, Mark Tax Tips ... STE
Steward, Ellis Famous Signature Portraits ... TWN
Steward, Hal D. The Most Successful Man's Secret ... TWN
Stewart, D.L. Off The Beat ... ASI
Stiles, Chuck Editorial Cartoon ... SM
Stiles, Chuck Village Square ... SM
Stinson, Mark Caricatures ... HPR
Stinson, Mark Guide to World Leaders ... HPR
Stockholm, Arnie Arnie ... SBP
Stoffel, Al/Heimdahl, Ralph Bugs Bunny ... NEA
Strange, E. Z. Citizens On Radio ... CRO
Strauss, Jack What's The Law? ... UFS
Strong, Margaret & Lois Libien How ... CTN
Stroud, M.F. Book Reviews (Children's) ... FEA
Stuart, Richard B./Barbara Davis Slim Chance in a Fat World ... MAN
Suglia, Augustus and Bloodgood, John D.
Your Home Build and Improve ... KFS
Sullivan, Ed Priscilla's Pop ... NEA
Sullivan, Richard Watching TV ... BAL
Sulzberger, C.L. Foreign Affairs ... NYT-NS
Summer, Anita Anita Sullivan's New York ... SUM
Summers, Dana Editorial Cartoons ... WLS
Summers, Wm & Jim Ivey Thoughts of Man ... CTN
Surace, Fred The Last Word ... TWN
Sutton, Horace Of All Places ... FNS
Svinicki, Eunice Leisurecrafts ... TWN
Swan, Paul Truth ... SBP
Swanson, George O. "The Flop Family ... KFS
Swede, Paul Sunday Laughs ... SBP
Sweet, Dr. A.P.S. Storiettes ... FNI
Swenson, Allan A. Gardening Series ... NEA
Swigart, Lyle & Paul Norris Geriatrix ... CNS
Sykes, M.D., W.P. The Doctor Says ... RBN
Szep, Paul Paul Szep ... UNP
Szulec, Jan Entertaining With Style ... SYN
Szulec, Jeanette The Sentinel ... SYN

T

Tabor, Frank The Barnstormers ... TWN
Tager, Sally The Happy Gastronome ... TWN
Taggert, Martin Zeke & Jenny ... TWN
Takada, Miskrit The World Of Books ... RBN
Tara, Janet Indoor Gardening ... NEA
Tarris, Ben More For Your Money ... BAL
Taylor, Henry J. Henry J. Taylor ... UFS
Taylor, Lillian Why Be Bored! ... TAY
Taylor, Ruth Gash Los Capitols ... TWN
Teepen, Tom Tom Teepen Commentary ... ASI
Teller, Sandy Senator Soaper ... NANA
Templeton, Ben & Forman, Tom Motley's Crew ... CTN
Templeton, Ben & Tom Forman Sporting Life ... CTN
terHorst, J. F. J. F. terHorst ... UNP
Thaler, Karol C. Dateline Europe ... NANA
Thaves, Bob Frank and Ernest ... NEA
Thimmesch, Nick Nick Thimmesch Column ... LAT
Thomas & Blackburn Super & Pals ... TWN
Thomas, Helen Backstairs at the White House ... UPI
Thomas, R. G. Thomas' Roll Call Report (Your Congressman's vote reported weekly) ... ROL
Thomas, Roy/John Buscema Conan The Barbarian Daily ... RTS
Thomas, Roy/John Buscema Conan the Barbarian Page ... RTS
Thompson, Ruth Better Living With The Stars ... DIC
Thompson, Ruth Dialing Around ... DIC
Thornton, Robert Nit Wit ... THF
Thornton, Robert Robert's Rules ... THF
Thosteson, Dr. George C. To Your Good Health ... FNS
Tiajcliff, Y. L. Have You Met? ... NPS
Tiede, Tom Tom Tiede/National Correspondent ... NEA
Tippit, Jack Amy ... RTS
Tobe Tobe Says ... FNS
Tobin, Don "The Little Woman ... KFS
Tobin, Walter & Ralph Bunch Terrie's Terrors ... TWN
Toland, John Adolph Hitler ... DDS
Trachte, Don & John Liney "Henry ... KFS
Trag, W. Animal Puzzles ... SBP
Trag, W. Children's Puzzles ... SBP
Trag, W. Color The Drawing ... OPS
Trag, W. Drawing is Fun ... SBP
Trag, W. Fun & Games ... SBP
Trag, Walt You Can Fix It ... SBP
Trag, Walt You Can Read Puzzles ... SBP
Treadgold, F. Did You Know That ... SBP
Treadgold, F. Star Warriors ... SBP
Treloar, Dorothy "Hollywood ... KFS
Trexler, Pat Pat's Pointers ... FNS
Trim, Hal Trim's Arena ... UNP
Trosley, G. Krass & Bernie ... OPS
Truax, Virginia Home Game ... MCN
Trudeau, Garry Doonesbury ... UNP
Truman, Rev. Lee Let's Talk ... CNS
Truscott, Alan BRIDGE ... NYT
Tully, Andrew Capitol Fare ... MCN
Turner, Clark Blue Kazoo ... FNS
Turner, Dick Carnival ... NEA
Turner, Morrie Wee Pals ... UFS
Tuska/Colletta/Paska Superheroes ... CTN
TV People TV People ... UFS
Tyler, Gus Gus Tyler ... UFS

U

Uderzo & Goscinny Asterix & Obelix ... FNS
Uluschak, E. D. Editorial Cartoons ... MIL
Unger, James Herman ... UNP
Unitas, John/Dintiman, George Champion Athlete ... TWN
Unwin, James Sandy ... HPS
Usborne Know How ... FNS
Uslar, Arturo-Pietri Latin-American View ... ALA

V

Van Atta, Marian Living Off The Land ... GER
Van Buren, Abigail Dear Abby ... CTN
Van Campen, A. G. Truth For Today Let's Ask The Bible ... GLS
Van Horne, Harriet Harriet Van Horne Column ... LAT
Vance, Bill Auto News & Views ... CWF
Varney, Carleton Your Family Decorator ... FNS
Villar, Arturo Latin Panorama ... ALA
Villella, Tom From The Editor's Disc ... TWN

W

Wade, Harlan Bill & Hazel ... TWN
Wade, Harlan Farm Life ... TWN
Wade, Harlan Office Chatter ... TWN
Wadler, S. Leonard Fact Or Fiction ... WAD
Waghorn, Kerry Faces ... CHR
Wagman, Robert J. Robert J. Wagman ... NANA
Wagman, Robert J. Washington Journal ... NANA
Wagman, Robert J. & Sheldon Engelmayer
Energy-Environment Digest ... NANA
Wagner, Philip Wagner Column ... WAG
Wald, William Satire By Wald ... TWN
Waldner, Francesco Horoscope ... ITP
Walesby, Stokes & Cuniff, Al Rockpile ... UFS
Walker, C. W. 5 Minute Mysteries ... SBP
Walker, Joan Your New Way Of Life ... TWN
Walker, John Barras Camera College ... MIL
Walker, Mort "Beetle Bailey ... KFS
Walker, Mort & Dik Browne "Hi and Lois ... KFS
Walker, Mort & Jerry Dumas "Sam and Silo ... KFS
Walker, Mort "Boner's Ark ... KFS
Wallace, Bess Where Is A Line ... TWN
Waller, Mrs. J.R. Sunday School Lesson ... EDC
Wallace, Dr. Robert Tween 12 and 20 ... CNS
Wallis, Mary Filler ... TWN
Walters, Robert & Martha Angle In Washington ... NEA
Walton, Bob A Time To Live ... UNP
Ward, Kay Strange Tales From Far Away Places ... TWN
Ward, Peter Canadian Comment ... SF
Watson, Joan What's In Store ... TSS
Watts, John T. Mainly For Seniors ... CNS
Weaver, Peter Mind Your Money ... KFS
Weber, Bob "Moose Miller ... KFS
Weber, Dick & Patty Costello Bowling Tips ... UFS
Webster, H. T. Webster Classics ... SM
Weiss, Brian Freebies ... RTS
Weiss, Julius International Adventure (Numismatic) ... WEI
Weiss, Julius International Adventure (Philatelic) ... WEI
Weiss, Julius Stamp News From America ... WEI
Weisman, Mary-Lou One Woman's Voice ... PRI
Welles, Robin The World of Music ... CNS
Wells, Marion Health's-A-Poppin' ... CNS
Wendland, Mike CB Break ... UNP
West, Dick The Lighter Side ... UPI
Westgate, Bob Senior on the Hill ... DPR
Westgate, Bob Single Parent on the Hill ... DPR
Westell, Anthony Westells' Canadian Report ... TSS
Westley, John J. Mini-Maps ... DIS
Wetzel, Albert Grass Roots ... TWN
Wetzel, Albert Editorial Cartoon ... TWN
Whatley, James M.D. ... ITP
Wheat, Patte & Dale Hale "You're Getting Closer ... KFS
Wheeler, Laura Needlecraft Pattern Feature ... KFS
Wheeler, Lloyd Axioms, Aphorisms, and Epigrams ... TWN
Whipple, Warren & Frank Borth There Oughta Be A Law ... UFS
White, Barbara Coin Counting ... NUM
White, Barbara Postal Views ... NUM
White, Barbara The World of Coins ... NUM
White, Bob Clumsworth of the North ... MIL
White, Chris Real Estate ... BAL
White, Deborah Dear Debbie ... MCN
White, Leo Little People's Puzzle ... UFS
White, Leo Sportscramble ... WHI
Whitman, Roger First Aid To Ailing House ... UFS
Whittington, Shirley Humor Column ... MIL
Wible, Charlie Jest Sports ... TWN
Wible, Charlie Kid Stuff ... TWN
Wible, Charlie Little Dickens ... TWN
Wible, Charles Status Quo ... LYN
Wicker, Tom In The Nation ... NYT-NS
Wicks, Ben Ben Wicks ... SUN
Wicks, Ben Ben Wicks Cartoon ... LAT
Wicks, Ben Outcasts ... TSS
Widener, Alice Alice Widener Column ... USA
Wilder, Stella Your Birthday ... UFS
Wilder, Stella Your Stars This Week ... UFS
Wilkens, Ed Novel Oddities ... TWN
Wilkens, Ed Brain Wave ... TWN
Wilkens, Emily "A New You ... KFS
Wilkins, Roy Wilkins Column ... RTS
Wilkinson, Charlotte Your Fashion Image ... YFI
Williams, Bernard Unlikely Letters ... SM
Williams, Margaret Science ... EPS
Williams, Ross Careful Shopper ... NRS
Williams, Ross Chess Points ... CNS
Williams, Tom Career Corner ... CF
Williamson, Al & Archie Goodwin "Secret Agent Corrigan ... KFS
Williamson, Porter Selling to the Government ... MSC
Will, George F. George F. Will Column ... WPN
Wills, Garry Outrider ... UNP
Wilson, Barbara A. Accent On Pets ... TWN
Wilson, Bill Bill Wilson's Column ... CWF
Wilson, Earl It Happened Last Night ... FNS
Wilson, Erica Needleplay ... CTN
Wilson, Ian The Shroud of Turin ... DDS
Wilson, Jim Wilson's Western Humor ... WWH
Wilson, Ray Ray Wilson on B'way ... NEW
Wilson, Ray Travel with Hermes ... NEW
Wilson, Ray Today in New York ... NEW
Wilson, Rick Prof. Weatherwise ... WLS
Wilson, Rick Tornado! ... WLS
Wilson, Sally & David Dunning G.R.A.B. ... DUN
Wilson, Susan The Maze ... WLS
Wilson, Tom Ziggy ... UNP
Windle, Jerry Shooting Stars ... CNS
Wingert, Dick "Hubert ... KFS
Winsey, Val Susie Mac ... UFS
Winship, Elizabeth Ask Beth ... LAT
Winters, Ariel In Good Spirits ... TWN
Witcover, Jules & Jack Germond Politics Today ... CTN
Wohl, Jack Pixies ... UFS
Wolfe, George Pops ... SM
Wolfman, Marv & Alan Kupperberg Howard the Duck Daily ... RTS
Wolfman, Marv & Alan Kupperberg Howard the Duck Page ... RTS
Wood, David B. Botony Boy ... TWN
Wood, David B. Fun and Fact ... TWN
Wood, Gus Church Page ... MOR
Wood & Boyd Apple Pie ... MOR
Wood & Boyd Natl Cartoon ... MOR
Wood & Boyd Sovereign State of Affairs ... MOR
Woodard, James Open House ... CNS
Woodman, D. K. Memo to Caesar ... HPS
Worthington, Peter Peter Worthington ... SUN
Woycecho, Jaroslav E. Future Trends ... TWN
Woycecho, Jaroslav Pedal Pushers ... TWN
Wright, Dick Dick Wright Editorial ... MCN
Wright, Dick Sports Quiz ... MCN
Wright, Don Don Wright ... NYT
Wright, Doug Editorial Cartoons ... MIL
Wright, Larry Wright Angels ... EF
Wright, Richard American Hunger ... SMP
Wucherer, Ruth Movie Memories ... TWN
Wunder, Ralph C. The Presidency Up Close ... TWN
Wyatt, Susan John Dough ... MCF
Wyatt, Susan and Roy N. Elderman Elderman ... MCF
Wykert, John Insight ... NANA
Wynn, Lloyd Getting It Together ... TWN

Y

Yarman, Betty Family Finance ... WNS
Yoakum, Robert Another Look ... YKM
York, H. Boswell, R. Ph. Medicine Chest ... MCN
Younes, P.A. Clue Me In! ... CWF
Young Dean & Jim Raymond "Blondie ... KFS
Young, Dick Young Ideas ... CTN
Young, Hilda From My Pew ... NCF
Young, James Lee (Ed.) Baptist Press Features ... BAP
Young, James R. "Tim Tyler's Luck ... KFS
Yulish, Charles High Fi/Stereo Review ... IMN

Z

Zahn, Bob Hap Hazard ... IPS
Zahn, Robert Bigg's Business ... TWN
Zerman, Melvyn Bernard Call The Final Witness ... SMP
Zink, Lubor J. Lubor J. Zink ... SUN
Zollman, Joseph Numismatics ... STA
Zollman, Joseph Jewish Stamps & Coin Reporter ... STA
Zumwalt, E. R. Jr. & Worth H. Bagley
Zumwalt Bagley Report ... LAT

Our top notch fine family of features makes us one of the fastest growing syndicates in the country! See for yourself. Write us.

Wilson Features
P.O. BOX 369
MARYSVILLE, OHIO 43040

CLASSIFICATIONS OF SYNDICATED FEATURES

1—ADVICE

*A New You—tw-ill-orp-ocr-wire-Emily Wilkens ... KFS
A Time For Living—w-600-ocr-wire-Jury Graham ... UNP
Advice To The Leaflorn—wS-500-orp-mim-xerox-mail-igp-Claire Garrett ... HOF
Ann Landers Col.—dS-750-ocr-wire-mail-Ann Landers ... FNS
Answers To Letters I Get—w-41 x 5-orp-mail-Debbie Bailey ... BAL
Antiques—w-850-ocr-igp-Lita Solis-Cohen ... ART
Antiques—sm-600-spv-var-man-xerox-Ann Davis Schweikardt ... DPS
Antiques In America—w-1,000-orp-igp ... PJC
Ask Alma—w-450-orp-mail-Alma ... SF
Ask Almyra—w-350-iro-mail-Jocelyn Loebl ... TWN
Ask Beth—tw-500-man-ocr-Beth Winship ... LAT
Ask Dr. Brothers—7tw-orp-ocr-wire-Dr. Joyce Brothers ... KFS
Ask Dr. Landau—tw-400-ocr-man-Dr. Miriam Landau ... LAT
Ask Washington—dex Sat. Sun.-500-orp-mail-Norma Langly ... TWN
Beauty Tips From Hollywood—w-500-orp-Various Showbusiness personalities ... SBP
Calling Colleen—w-2c4½"-orp-Colleen Dudgeon ... CSP
Careers—tw-450-mim-ocr-UFS data wire-Joyce Lain Kennedy ... SFI
Choices—3tw-600-ocr-orp-tape-mail-wire-Karen Blaker, Ph.D. ... NEA
Closer Encounters—2tw-650-ocr-mail-wire-Dr. Laura Schlessinger ... CNS
Common Cents—w-800-ocr-Kate MacQueen ... CHR
Contemporary Living—tw-500-man-ocr-wire—Letitia Baldrige ... LAT
Cut Your Own Taxes and Save—sea-var-ocr-tape-mail-wire-ill—Ray De Crane ... NEA
Dear Abby—6tw-700-ocr-orp-wire—Abagail Van Buren ... CTN
Dear Astrid—w-450-mim-mail—Astrid Carson ... CF
Dear Debbie—wknd-400-orp—Deborah White ... MCN
Dear Sally—w-150-orp—Sally Casey ... OPS
Doing The Right Thing—6tw-600-ocr-wire—Elizabeth Post ... CTN
Faith, Fortune, Confidential Counselor—w-var-man—Frances Scott ... BAS
Families Under Stress—450-lc—William D. Brown, Ph.D. ... FUS
Family Physician—w-450-orp-mail—James G. Price, M.D. ... SF
Feminist Q&A—w-500-mim—Mary Ellen Corbett ... COS
Fortune Teller—w-100-orp-ill—Margaret Fulton ... SBP
Helen Bottel—6tw-ocr-orp-wire—Helen Bottel/Sue Bottel ... KFS
*Hints from Heloise—dS-d-orp-ocr, S-tps-hpt-color-orp-wire—Heloise ... KFS
Household Repair Dictionary—wS-750-orp-igp—Kurt Singer ... SBP
How Can I—w-150-orp—Beth Lewis ... OPS
In-Sights—tw-600-ocr-wire—Dr. Walt Menninger ... UNP
It's OK To Talk About Sex—w-750-xerox—Dr. Robert C. Long ... PRI
Louisa's Letter—w-22½ x 4½"-orp—Mrs. Hugo Sims Sr. ... EDC
Medical Column—dS-400-ocr-orp-tape-mail-wire—Lawrence E. Lamb ... NEA
Medical Frontiers—w-600-ocr—Leonore Feinstein ... CHR
Mind Matter—w-350-man—Dr. Leo M. Croghan ... FNI
*Mirror of Your Mind—d-2c-ill-orp—John Conwell ... KFS
Modern Etiquette—w-150-orp—Jane Sherrod ... SBP
Nine To Five Woman—w-750-xerox—Mary Margaret Carberry ... PRI
Of Men & Women—bw-600-ocr-wire—Dr. Aaron Rutledge ... UNP
Parent's Corner—w-500-orp-mail—Dr. Jaime Quintanilla ... TWN
Save Time & Money—w-450-orp-mail—Ann Frances Dolan ... SF
Single File—tw-600-man-ocr-wire—Susan Deitz ... LAT
Single Parent On the Hill—m-var-xerox-mail—Bob Westgate ... DPR
Singles Scene U.S.A.—w-400-orp-mail—Dorothy Pincus ... TWN
Strictly For Dads—tw-400-ocr-wire—Dr. Charles Shedd ... UNP
Susie Mac—5tw-600-mim-ocr-orp-lc-wire-tt-mail-tape-tel—Val Winsey ... UFS
Teenage Corner—d-500-mim—Elke & David ... TEE
Teen Forum—4tw-600-mim-ocr-lc-wire-tt-mail-tape-tel—Jean Adams ... UFS
The Los Angeles Times/Washington Post News Service—d-var-tt-tel-wire ... LTWP
The Moral Angle—tw-400-xerox—William Lester ... LES
The U.S. and You—w-600-ocr-orp-tape-mail-wire—William Sterf ... NEA
The View From The Top—w-500-ocr-igp-mail—Milton Rockmore ... ROC
The Worry Clinic—dexS-500-3c6"-mim-ill-orp—Dr. Geo. W. Crane ... HPS
Thinking Slim—w-500-orp-mail—Jean Nidetch ... SF
Tween 12 & 20—6tw-300-ocr-orp-mail-wire—Dr. Robert Wallace ... CNS
Under Twenty—5tw-var-mim-igp-mail—Kurt Lassen ... CF
You Can Fix It—w-100-orp-igp-ill—Walter Trag ... SBP
Wonderful World Of Animals—dexS-500/750-ill-ocr—Dr. Frank Miller, D.V.M. ... CHR
Working Woman—tw-600-ocr-wire—Niki Scott ... UNP
Your Sexual Self—w-500-orp-mail—Linda L. Hendrickson ... TWN

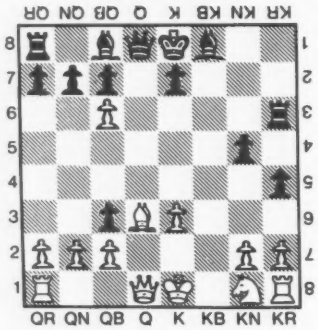
2—ASTROLOGY-GRAPHOLOGY-BIORHYTHM

Astro Analysis—w-2c-orp—Sonia McGinnis ... MOR
Astro*Graph—orp-tape-mail-wire-ill—Bernice Bede Osol ... NEA
Astrological Forecast—dS-600-orp-ocr-man-wire—Sydney Omarr ... LAT
Astrology Column—w-600-xerox—Ingrid Naiman ... ERI
Astrology in Time and Space—w-600-mail-orp—Steven Schmidt ... TWN
Astrology Today—w-d-500-orp—Sybil Leek ... SBP
Astrology Today—w-500-mim—J. Naylor ... SBP
Biochart—7tw-20/30 picas-orp—Ken Michaels ... SUN
Biodex—dS-20.6 x 5½"-orp—Ken J. Michaels ... EF
Birthscope—d-300-ocr—Elaine Morrissey ... ASI
Carroll Righter Horoscope—7tw-700-orp-wire—Carroll Righter ... MCN
Cat Starres—w-500-var-xerox—Lady Cassandra ... AST
Change Your Handwriting—Change Your Life—w-250-xerox—Patricia Lavin ... BUR
Cosmic Signs—w-20 x 10"-orp ... TVC
Crowley's Horoscope—w-10 x 12"-orp—B. J. Crowley ... EDC
Dog Stars—w-500-var-xerox—Sirius ... AST

Shelby Lyman on Chess

SHELBY LYMAN brought chess to millions on Public TV. Now chess fans at all levels read and enjoy his weekly chess column.

CHESS QUIZ



WHITE MATES IN 2
(Solution below)

1. Q-R5 ch! RxQ
2. B-N6 MATE.

JOIN THE GAMES AND LEISURE EXPLOSION
. . . during this world championship year. Well over 50 million Americans play chess. Many others follow the game with interest. (In Long Island, N.Y. 60% of the youth know the moves.)

SHELBY LYMAN ON CHESS . . . America's fastest growing, most broadly appealing weekly chess feature.

Also Available:

CHESS QUIZ—A chess mini-feature for use 1 to 7 times weekly.

Basic Chess Features

BOX 630, FREEPORT, N.Y. 11520 • TEL. 212-586-3700

World wide distribution by UPI

Olga

IS FULL OF SASS AND VINEGAR

Olga Knows®

- WEEKLY HOROSCOPE
- In over 200 newspapers including university press
- 700 words, camera-ready
- Olga is omniscient, omnipotent, infallible and *pretty good*, too.

Samples:

PATSY MILLIGAN SYNDICATE
P.O. Box 14, Dundee IL 60118

For rates in your area call: (312) 428-8902

Famous Signature Portraits —w-25/50-mail-orp —Ellis Steward TWN
Fortune Teller —w-100-orp-ill Margret Fulton SBP
Gandhi Monthly Forecast —m-600-mail-orp —M.K. Gandhi TWN
Graphoanalysis Scrapbook —w-100-mail-orp Robert W. Pelton TWN
Horoscope —wknd-700-orp —Clay Pollan MCN
Horse Astrology —w-500-var-xerox —Marian Futterman AST
How To Develop The Magical Powers Of Your Mind —w-600-mail-orp —Liloth Keafs TWN
Look To The Stars —w-600-mail-orp —Laurie Keast TWN
Meditation For Self-Improvement —w-450/750-orp-mail Dr. Ishwar C. Sharma TWN
Olga Knows —w-2c11½"/650-orp —Patsy Milligan MLS
Penpoints —Handwriting Analysis-w-20x8½"-orp-mail Edmund Curll BAL
Psychic Forum —w-500-mail-orp —Rev. Woods Mattingley TWN
Samantha Reads Your Stars —w-600-orp-mail —Sue Reed SUB
Share A Date —w-500-mail-orp —Frank Finney TWN
Starcast —w-600-orp —Antoinette May CHR
Starscope —w-20 x 10"-orp —Clare Annswell SM
Star Stanzas —m-var-man-orp-mail —Selma Glasser GLA
Star Tracking —dS-300-wire-ocr-mail —Jeanne Avery FNS
Strange Destinies —w-600-mim J. Macklin SBP
Test Your ESP —dexS-19x5"-orp John Prinkey FSF
The Psychic Invasion —w-700-mail-orp —Wayne Lundberg TWN
The Stars and Your Future —w-41x6⅝"-orp-mail —Madame Ann BAL
This Week In Astrology —S-hps-ts-qps-orp-pt Bernice Bede Osol & Elmarine Hanratty NEA
Wishing Well —7tw-2c-orp KFS
What Your Dreams Mean —w-750-orp-mail —Dr. Dale Angst TWN
World of Psi —w-650-ocr —Claire Huff ART
***Your Birthday** —dS-600-orp-ocr-mail-Lc-wire-tape-tt-tel-mim —Stella Wilder UFS
Your Handwriting Tells —2tw-250-ill-orp-mail-wire Dorothy St. John Jackson CNS
Your Horoscope Forecast —w-500-xerox —Dolores Pyle PYL
Your Horoscope Guide —1tw-600-orp-mail —Gina Ceaglio CNS
Your Horoscope —dS-475-man-ocr-igp-wire —Jeane Dixon LAT
Your Horrorscope —2-600-mail-orp —D. B. Shaw TWN
***Your Individual Horoscope** —7tw-orp-ocr-wire —Francis Drake KFS
Your Personal Biorhythm —d-var-orp —Bernie Gittelson UNP
Your Stars This Week —w-750-mim-lc-mail-orp-tape-ocr-wire-tel —Stella Wilder UFS

3—AUTOMOTIVE

Auto Album —w-2c-ill-orp —Tad Burness UFS
Automobile Service Tips —w-2c2½"-ill-orp —Kennison Keene CSP
Auto News & Views —w-400-xerox-mail —Bill Vance CWF
Auto Topics —w-700-mail-orp —Edward Janicki TWN
Automotive —w-var-igp —Ida Fried EPS
Car Crazy —w-var-orp-ill —Bilko SBP
Car Tests —occ-1,000-xerox —Jas Patterson THG
Caring For Your Car —w-750-ocr-man-ill-wire —Ray Hill LAT
Celebrities Laugh —w-qpt-orp-ill —Misc. Cartoons OPS
Celebrities Speak —w-qpt-orp-ill —Misc. Authors OPS
Dateline: Detroit —w-500-mim —Don O'Reilly AU
Driver Ed & Edna —d-w-1c2"/2c4"-orp — The Dintmans & Ross Bunch TWN
Driver's Seat —w-500-mim-ocr-orp-Lc-wire-tt-mail-tape-tel — Robert W. Irwin NANA
Inside Auto Racing —3tw-500-mim —Don O'Reilly AU
Krass & Bernie —w-ps-orp-ill —G. Trosley OPS
Knight News Wire —7tw-var-wire CTN
Let's Talk About Your Car —w-400-mim —Ray Hite ECS
Motor Talk —w-500-ocr —Fred W. Kline CAP
Motor Tips —w-500-mim —Stirling Moss SBP
Motor Tips —w-ps-orp-ill —Misc. Authors OPS
Motor World —sm-1,000-xerox —Bob Cutter THG
Motorcade USA —w-500-mim —Don O'Reilly AU
Motorways —1tw-500/700-ocr-orp-mail-wire —Frank Macomber CNS
New Car Reports —w-400-igp-xerox-mail —Doyle K. Getter AUT
Rules Of The Road —w-500-mail-orp —Warren Post TWN
Teenage Driving Tips —w-500-orp —Jane Sherrod SBP
The Chargers —dexS-4c2"-mail-orp —Ross E. Bunch TWN
The Los Angeles Times/Washington Post News Service — d-var-tt-tel-wire LTWP
The Steering Column —w-600-xerox —Bob Cutter THG
You and Your Car —m-25x50"-orp TVC
Wheels —5tw-650-mim-wire-various WSS
Wheels —w-650-xerox —John Blummer ASC
Your Auto and You —w-500-xerox-mail —Doyle K. Getter AUT
Your Car —w-700-mim —Ray Stapley TSS
Your Car —w-600-man-ocr —Eugene Milmoe LAT

4—BRIDGE: BACKGAMMON: CHECKERS: CHESS

B. Jay Becker's Contract Bridge —ds-wire-orp —B. Jay Becker KFS
Backgammon —w-300-orp-ill —Omar Sharif CTN
Better Bridge —1tw-500-orp-mail —Robert Rosenblum CNS
Better Bridge —wS-500/600-mail —R. A. Miller MLR
Bridge —500/1,000-man-mail —Carl Brett GIN
Bridge —dS-2c10"-orp —Alan Truscott NYT
Bridge —dexS-300-orp-ill-mail-wire —Oswald Jacoby & Alan Sontag NEA
Canadian Chess —w-500-ill-mim —Lawrence Day TSS
Chess —w-var-orp-igp —Joseph Livingston SPS
Chess —dS-d-10x4¾"—S-10,3x3"-orp-mail —Sidney A. Silberman CWF
Chess Master —w-300-ocr-igp-mail —George Koltanowski GG
Chess Points —1tw-450-orp-mail —Ross Williams CNS
Chess Quiz —ds-11x2½"-orp-xerox —Shelby Lyman BCF
Evans On Chess —w-10.5x12"-orp —Larry Evans CHE
Goren On Bridge —7tw-600-orp-wire —Charles Goren & Omar Sharif CTN
Karpin On Bridge —7tw-600-ocr-wire —Fred Karpin CTN
Shelby Lyman on Chess —w-350/400-orp-xerox —Shelby Lyman BCF
Sheinwold on Backgammon —w-250-ill-orp —Alfred Sheinwold LAT
Sheinwold on Bridge —dS-750-man-ocr-orp-ill-wire —Alfred Sheinwold LAT
The Aces —ds-700-orp-ocr-mail-lc-wire-tt-tel-mat-tape — Ira G. Corn, Jr. UFS

—Beauty

***A New You** —tw-ill, orp-ocr-wire —Emily Wilkens KFS
A Lovelier You —5tw-1c/2c-300-orp-ill-mail —Mary Sue Miller FNS
Ask Jennifer —tw-500-man-ocr-wire —Jennifer Anderson LAT
Australian Home Journal —m-ps-orp-ill OPS
Australian Women's Weekly —m-ps-orp-ill OPS
Beauty —w/m/nd-var-mim-wire-igp-mail FA
Beauty —tw-300-ocr-igp —Lydia Lane LLS
Beauty Bits —DS-500-2c6-xerox —Kay Amidon WOR
Beauty Hints —w-var-igp —Dina Dellale EPS
Beauty Is . . . —w-var-mm —Lucille Bouchard BOU
Beauty Tips From Hollywood —w-500-orp — Various Showbusiness personalities SBP
Celebrities Laugh —w-qpt-orp-ill —Misc. Cartoons OPS
Celebrities Speak —w-qpt-orp-ill —Misc. Authors OPS
Cleo Magazine from Australia —m-ps-orp-ill OPS
Collector's Corner —w-2c-orp-ill —Thomas A. Bateson UFS
Eat Up And Slim Down —14 part series-3c10"-opr-ill —Lelord Kordel SPE
Fashion & Beauty Tips —w-var-orp-ocr-mail-wire —Staff NEA
***Fashion, Face & Figure** —w-var-mm-ocr-orp-1c-wire-tt-igp-mail-tape-tel —Florence deSantis UFS
Fashion 'N Figure —5x7"-Lc-mail —Paige Palmer FAS
Lifestyles/Beauty/Fashion/Interviews —2tw-600-ocr-orp-tape-mail-wire-ill —Elke Grossman NEA
Hair Care —w-3c2"-orp —Carole Bently ITP
Lifestyles —3tw-750-mim-ocr-lc-wire-tt-mail-tape-tel —Marian Christy UFS
Looking Great —w-400-ill-xerox-mail —Gloria Lintermans IPS
NOW! —tw-1c7"-75-orp-ocr —Gene Loyd RTS
Shirley Lord —tw-600-ocr-wire-mail —Shirley Lord FNS
Stay Young! —dexSat/w-var-orp-mail —Michelle McGarrett RBN
The Dynamic Body —w-500-orp-mail —Karne Lustgarten TWN
Thinking Slim —w-500-orp-mail —Jean Nidetch SF
Why Grow Old? —tw-500-wire-igp-orp-ocr —Josephine Lowman RTS
You New Way Of Life —w-400-mail-orp —Joan Walker TWN

6—BOOKS

About Books —w-800-orp-tape-ocr-ill-mail-wire — American Library Association NEA
Authors & Books —w-750/1,000-xerox-mail —Gary Baranik BAR
Best Sellers —w-var-wire —Staff UPI
Best Sellers —w-150-tape-mim-ocr-orp-Lc-mail-wire-tts-tel —Publishers Weekly NANA
Best Sellers (Fiction & Non-Fiction) —w-hps-pt-orp/book form —various authors SBP
Book Digest —w-ps-orp-ill —Misc. Authors OPS
Book Look —w-800-mail-igp —Carroll Ann Brooks NWR
Book Marc —w-var-man-mail —Marc Drogin DRO
Book Mark —w-20 x 7¾"-orp-man —Robert Righetti BAL
Book Marks —w-1000-man-orp-ocr —Mid Paulus MCF
Book Reporter —w-350/450-mim-mail —Staff JPS
Book Reviews —w-var-wire —Joan Hanaver UPI
Book Reviews —w-500-ocr —Verna M. Kline CAP
Book Reviews —w-var-igp-orp —Robert Emmett McLeod FEA
Book Reviews —1tw-50/250-ocr-orp-mail-wire —Various CNS
Book Reviews (Children's) —m-var-orp-igp —M.F. Stroud FEA
Book Shelf —eom-500-man —Jeff Lee SA
Book Talk —w-500-mim —Lee Raymond ECS
Rook World —w-500-mim —Myrna Gier ITP
Books —w-var —Hans Holder DPS
Books Around The House —w-150/300-man-mim —Jan Paul PAU
Books For Parnets —bw-900-xerox —Richard Meisler TLW
BookViews —w-500-xerox-mail —Alan Caruba INP
***Bout Books** —dS-500-2c6-xerox —Philippa Ruth WOR
Canadian Book Bestseller List —w-2c6"-mim-telex —Staff TSS
Canadian Paperback Bestseller List —w-2c6"-mim —Staff TSS
Daily Short Story —d-ps-orp-ill —Miscellaneous Authors OPS
Digest Of Books —m-pt-orp-book form —Various Famous Authors SBP
Global Report —m-600/1,500-xerox-mail AWP
Knight New Wire —7tw-var-wire CTN
Paperback Guide —w-650-orp —Martin Levin APN
Parade of Books —w-ocr-wire —Robert Hollenbeck KFS
Reader Specials —m-ill-ocr-wire —Various Authors KFS
Readers World —w-800-man —Arthur Brickman BRI
Real Estate Book Reviews —m-250/600-man-mail —Howard Shonting RER
The Los Angeles Times/Washington Post New Service — d-var-tt-tel-wire LTWP
The Reviewer-Books, Records, Films & Tapes — d/w-500-orp-mail —Varies TWN
The World of Books —w-var-orp-mail —MISKIRT Tokada RBN
Today's Books —w-550-ocr —John Pinkerman NWS
Weekly Short Stories —w-ps-qpt-orp —Misc. Authors OPS
Zane Grey's Best Short Stories & Books —w-ps-orp OPS

7—BUSINESS-FINANCIAL-LEGAL-REAL ESTATE

A Problem Today —w-150-orp —Ida Nettleton SBP
A Woman And Her Money —w-600-mim —G. L. Ludcke BEL
About Real Estate —w-800-ocr-wire —Don Campbell RTS
Advertising Basics —w/m-600/1,000-man —Hal Betancourt BET
Advice To The Taxlorn —w-600-orp-xerox —Jacob Smith INO
Ask The Lawyer —tw-var-man-orp-mail —Albert Rich RBN
Bigg's Business —d-1c2"/2c4"-mail-orp —Robert Zahn TWN
Business —w-m-nd-var-mim-mail-igp-wire FA
Business and the Stock Market —w-600-mim — Babson's Staff PFB
Business Outlook —sw-var-mim —J. A. Livingston FNS
Business Today —d-var-wire —Staff UPI
Business in Review —w-var-wire —Staff UPI
Business Wire Newsletter —m-800-8½ x 11"-mail-mim BUS
Buy Right —w-750-ocr-wire —Arthur Darrack RTS
Canadian Business Report —5tw-var-mim —John Meyer TSS
Careful Shopper —w-550-igp-man-orp-mail —Ross Williams NRS
Carter Randall Column —s-800-ocr —Carter Randal MIA
CA$H NEW$ —w-400/800-orp-mail —G. Douglas Hafely, Jr. TWN
Chasing a Career —w-1,000-ocr —Kirby W. Stanat SMP
Consumer Aids —w-550-man-orp-igp-mail —Virginia Mace NRS
Creative Home Crafts —w-350-ocr-igp —Janet Sowienski ART
Cut Your Own Taxes And Save —sea-ocr-orp-tape-mail-wire-ill —Ray Ce Crane NEA
Daily Investor —5tw-600-mim-ocr-Lc-mail-tape-wire-tt-tel —Don G. Campbell UFS
Daily Stock Market Chart (short term trend) — d-5tw-orp-ill —Charles E. Carden STO
Economic Analysis —1tw-800-wire —Leonard Silk NYT-NS
Editorial Research Reports —5tw/4tm-550/6000-ocr-orp-ill-mail —Staff CQ
Everybody's Business —tw-1,500-ocr-orp-Lc-mat — John Douglas Paulus MCF
Everybody's Money —3tw-600-xerox —Merryle Stanley Rukeyser SIM
Fillers (Real Estate) —w-100/300-man-mail —Howard Shonting RER
Finance —5tw-400-mim —Jack McArthur TSS
First Aid For The Ailing House —4tw-500-mim-ocr-orp-1c-ill-wire-tt-mail-tape-tel — Roger Whitman UFS
Future Trends —w-500-orp-mail — E. Jaroslav Woycecho TWN
Global Report —m-600/1,500-xerox-mail-telex AWP
G.R.A.B. —w-22 x 5"-orp-ill-mail — David Dunning/Sally Wilson DUN
Home Guide —m/w/bw/qt-bl-orp TAP
Homing In —w/cont-300/800-mail-xerox HI
House Detective —d/w-125-orp-mail —Carmen Collins TWN
House Plans —w-750-orp —Gerry Bishop UFS
How Creative Are You? —w-500-Lc-mail — Whitt N. Schultz KNF
How To Be A Successful Manager —w-500-Lc-mail— Whitt N. Schultz KNF
How To Be A Winner —w-500-Lc Mail— Whitt N. Schultz KNF
How To Be Successful —w-500-Lc-mail— Whitt N. Schultz KNF
How To Build A Business —w-500-Lc-mail— Whitt N. Schultz KNF
How-To Business Articles —w-500-lc-mail — Whitt N. Schultz KNF
How To Communicate Skillfully! —w-500-icr-Lc-mail — Whitt N. Schultz KNF
How To Develop Success Habits —w-500-Lc-mail — Whitt N. Schultz KNF
How To Develop Your Potential —w-500-Lc-mail— Whitt N. Schultz KNF
How To Improve Your Letterwriting Skills —w-500-Lc-mail— Whitt N. Schultz KNF
How To Manage Stress Successfully —w-500-lc-mail— Whitt N. Schultz KNF
How To Motivate Yourself —w-500-LC-mail— Whitt N. Schultz KNF
How To Save T-i-m-e! —w-500-Lc-mail— Whitt N. Schultz KNF
How To Sell Successfully By Mail —w-500-Lc-mail— Whitt N. Schultz KNF
How To Solve Your Problems —w-500-Lc-mail— Whitt N. Schultz KNF
How To Think Creatively —w-500-Lc-mail— Whitt N. Schultz KNF
How's Business? —w-300-mim —Babson's Staff PFB
Human Side Of Investing —w-600-mim —G.L.Ludke BEL
In The Pits —w-450-tel —Phil Steitz ART
In The Public Interest —w-750-ocr —Ralph Nader RTS
Inside Labor —dexSat-700-ocr-wire-mail —Victor Riesel FSN
Insurance For Consumers —d-500-orp —Dave Goodwin DWN
Investors Guide —6tw-orp-ocr-wire —William A. Doyle KFS
Janeway Capsule —5tw-100-wire-telex —Eliot Janeway CTN

NOW: ***Weekly in the***
LOS ANGELES HERALD EXAMINER

WHAT. ***Homing In.*** Popular questions and informed answers on home ownership, rental, buying, and selling. Concentrates on financial, legal, social, and investment aspects.

WHY. Because every reader lives somewhere . . . and faces daily the concerns and opportunities the feature addresses. Readers generally invest the largest part of their income in shelter. Thus, they're vitally interested in the subject. Yet, they meet a void on the topic in most newspapers and magazines and in broadcast media.

WHERE. Real estate/home features sections. Financial holes.

WHO. Jointly produced by experienced corporate communications director and real estate finance authority. Each is vice president of an NYSE financial services firm and holds an advanced degree—one in journalism, the other in real estate finance. Each has wide background in writing and speaking publicly on topic.

HOW. Write for free samples and information. ***Homing In,*** P. O. Box 26622, San Francisco 94126.

WHEN. Now.

Attractive introductory rate.

CLASSIFICATIONS OF FEATURES

Janeway Financial Service –2tw-800-ocr-wire –Eliot Janeway ... CTN
Janeway Q&R –5tw-500-ocr-wire –Eliot Janeway ... CTN
Judge For Yourself –d-w-500-mail-orp –Brian McGinty ... TWN
Knight New Wire –7tw-var-wire ... CTN
Landmark Decisions –d-w-500-man –Martin J. Ross ... LAW
Law Briefs For Business –d-w-500-man –Martin J. Ross ... LAW
Law For Laymen –w-600-mail-orp –Jay Dee, J.D ... TWN
Lawyer's Viewpoint –m-pt-xerox –J. Ritter ... LEG
Legal Briefs –d-200-xerox –Ritter & Levine ... LEG
Lesson in English –w-100 orp –C. Gordon ... SBP
Look & Learn –w-150-orp –Anne Sanders ... SBP
Louis Rukeyser Column –3tw-700-mim-wire –Louis Rukeyser ... MCN
Managing Your Family's Money –2tw-500-ocr-wire –Merle Dowd ... RTS
Meltzer on Real Estate –w-750-ocr-wire-mail –Bernard Meltzer ... FNS
Milton Moskowitz Column –tw-600-man-ocr –
Milton Moskowitz ... LAT
Mind Your Money –tw-ocr-wire –Peter Weaver ... KFS
Money Matters –w-500-mim –Dave Goodwin ... GWN
Money Matters –1tw-600-ocr-orp-mail-wire –
Various Authors ... CNS
Money Watch –tw-500-man-ocr-wire –
Carol Mathews ... LAT
Mor For Your Money –w-450/20 x 7"-man-orp-mail –
Mike LeFan ... LEF
Mutual Funds –w-600-mim-ocr-Lc-mail-wire-tt-tape-
tel-orp –Don G. Campbell ... UFS
My Success Story –w-500/1000-orp –Various
Famous Authors ... SBP
Nine To Five Woman –w-750-xerox –Mary Margaret Carberry ... PRI
Open House –1tw-550-orp-mail –James Woodard ... CNS
People and Problems –d/w-500-man –Martin J. Ross ... LAW
Point Of Law –d-200-xerox –Ritter & Levine ... LEG
Promising Patents And Products –w-var-orp-ill –Staff ... LUI
Read & Remember –w-150-orp –Darrell McClure ... OPS
Real Estate –w-30 x 4"-orp-mail –Chris White ... BAL
Real Estate –Book Review –m-400-mim-mail –
Robert J. Bruss ... REF
Real Estate Book Reviews –m-250/600-man-mail –
Howard Shonting ... RER
Real Estate Business –w-450/600-man-mail –
Howard Shonting ... RER
Real Estate House Calls –w-800-man-xerox-mail –Edith Lank ... RHC
Real Estate Law and You –w-350-mim-mail –Robert J. Bruss ... REF
Real Estate Mailbag –d-800-mim-mail –Robert J. Bruss ... REF
Real Estate Notebook –w-600-min-mail –Robert J. Bruss ... REF
Real Estate Q. & A. –w-400/500-man-orp-mail –
Howard Shonting ... RER
Selling Short –dexS-22 x 4"-orp –Ken Ross &
Don Raden ... UNP
Selling to The Gov. –3tm-800-mim –Porter Williamson ... MSC
Small Business –w-750-ocr-xerox-mail –Mark Stevens ... STE
Small Business Taxes & Money –w-750-man –Mark E. Battersby ... CLI
Small Business Tips –w-600-orp –John C. Dvorak ... TAG
Smart Chart –6tw-10 x 3"-orp –Herb Stansbury ... LAT

Stock Charts –5tw.w.m-var-wire ... UPIN
Stock Of The Week –w-300-min –Electronic Evaluator ... CTN
Stock Price Forecast –w-xerox –Frederick G. Gahagan ... GHR
Successful Investing –5tw-500-man –
David R. Sargent ... LAT
Sunday Stock Market Chart (long term trend)
s-orp-ill-3c6"-mm –Charles E. Carden ... STO
Super Handyman –tw-ill-orp-ocr-wire –Al Carrell ... KFS
Tax Tips –w-250-ocr-xerox-mail –Mark Stevens ... STE
Tellin It Like It Is –w-250-orp –Staff ... AMW
Test Yourself –d/w-500/750-orp-ill –Jane Sherrod ... SBP
The Carden Report –S-350-mim-ill –Charles E. Carden ... STO
The Christian Science Monitor New Service –
5tw-var-lgp-orp-ocr-wire ... RTS
The Economist –w-7,000-mim-ocr-lc-lgp-
wire-tt-mail-tape-tel-ill ... UFS
The Economy Today –w-600-orp-ocr-mim-Lc-mail-tape-
wire-tel –Herbert Stein ... UFS
The Great Job Hunt –w-750/1,000-orp-mail –Sanford L. Fox ... TWN
The Greer/Kandel Report –3tw-800-mim-ocr-wire-mail –
Myron Kandel & Philip Greer ... EF
The High Road To Business –w-2c12"/4c12"/350/400 mim
Charles Rehns ... REH
The Law Brief –d/w-500-man –Martin J. Ross ... LAW
The Law Clinic –d/w-500-man –Martin J. Ross ... LAW
The Legal Way –1tw-550-orp-mail-wire –Edward
Demson ... CNS
The Los Angeles Times/Washington Post News Service
d-var-tt-tel-wire ... LTWP
The Market Day By Day (short term trend)
d-5tw-orp –Chart by Carden ... STO
The Most Successful Man's Secrets –w-500-orp-mail –
Hal D. Steward ... TWN
The Northern Prospective –w-900-ocr-1c-mail –
Michal J. McManus ... MCM
The Sunday Times Of London Service –w-lgp-ocr-wire ... KFS
The Week In Finance –1tw-900-wire –Tom Mulaney ... NYT-NS
The World of Real Estate –w-500-11 x 8"-man-orp-mail –
Howard L. Shonting ... RER
Tid-Bits –dw-1c2"/2c4"-mail-orp –Charles H. Dennis ... TWN
TipOff-The Rip Off –dS-var-mim –Sylvia Cronin ... CFS
Trade Winds –d-tape-mim-ocr-orp-Lc-mail-wire-
tts-tel –Lou Schneider ... NANA
Understanding Insurance: A Consumer's Guide
w-500-mail-orp –Ray E. Carden ... TWN
What's Ahead For Southern Business –w-600-mail-orp –
Lawrence H. Shaw ... TWN
What's The Law? –6tw-500-mim-ocr-orp-mail-Lc-wire-tt-tape-
tel –Jack Strauss ... UFS
What's Your Verdict –6tw-200-ocr-mail-wire –
Paul Levine J.D. ... CNS
Working –w-500-mail-orp –Jack F. Bryson ... TWN
You And The Law –Canadian-w-orp –Dan Batchelor ... SUN
You And The Law –w-orp –Dan Batchelor ... SUN
You And Your Money –1tw-650-orp-mail-wire –
Judith G. Rhoads ... CNS
Your Home-Build & Improve –w-ill-orp –John D. Bloodgood/
Augustus Sugka ... KFS
Your Home-Buying & Selling It –w-1,000-man-mail –I. H. Paige ... KON
Your Money –5tw-500-mim –Pat Fellows ... ISS
Your Money's Worth –dexSat-600-ocr-wire-mail –Sylvia Porter ... FNS
Your Taxes –w-750-man –Mark E. Battersby ... CLI

8—CARTOONS AND PANELS

A Little Leary –8tw-10 x 2"-orp –Bill Leary ... LAT

A Time of Innocence –w-42 x 5½"-lgp-mail –
Levenson & Darrow ... IMTS
According To Guiness (Illus.) –dexS-22 x 4". S-hps-tps-hpt-
sph-orp –Norris & Ross McWhirter ... UNP
Agony –w-2c2"-orp-lgp ... ITP
Amy –dexS-2c3"-orp –Jack Tippit ... RTS
Animal Puzzles –ws-ps-orp-ill –W. Trag ... SBP
Animalogic –6tw-10 x 2½"-orp –Ed Nofziger ... LAT
Antiques Fair –S-3c/4c-tps-hpt-orp –Erwin L. Hess ... UFS
Apple Pie –w-2c4"-orp –David Boyd & Gus Wood ... MOR
Arnaki –3tw-spv-mat-ocr –Aspro Coolidge ... MCF
Arnie –w-ps-orp-ill –Arne Stockholm ... SBP
As You Were –dexS-21 x 4½"/13 x 2⅞"-orp –Jim Baker ... PIO
Auto Album –W-2c-orp-ill –Tad Burness ... UFS
Baloney –dexS-var-orp –Jack Bonestell ... ASI
Barnyard Gate –dexS-4c5"-orp-mat –Sarge O'Neill ... SOU
Barnacle –w-ps-orp-ill –Alexander Monroe ... SBP
Basil –dexS-44 x 3"-orp –Gerry Lants ... UNP
Beautiful! –dexS-44 x 3¼"/10.6 x 2⅞"/9 x 1⅞"-orp –
Barbara Jones/Charles Bowen ... AF
Belvedere –d-2c-orp –George Crenshaw ... FNS
Ben Wicks Cartoon –6tw-11 x 3¼"-orp –Ben Wicks ... LAT
Best Cartoons From Europe –d/w-var-orp –Various Cartoonists ... SBP
Best Family Cartoons From Germany –w-var-panels-orp-ill –
Misc. Artists ... SBP
Bible Verse –w-10 x 2"-orp –Jack Hamm ... SM
Big George –d-2c-orp S-tps-hpt-orp-mat –Virgil Partch ... FNS
Bigg's Business –d-1c2"/2c4"-mail-orp –Robert Zahn ... TWN
Braintwister –ws-ps-orp –Amery Brown ... OPS
Brain Wave –w-1c2"/2c4"-orp-mail –Ed Wilkens ... TWN
Brass Tacks –dexS-10.6 x 2⅛"-orp –Nick Frising ... AF
Broad Sides –6tw-11 x 2½"/ 9 x 2"-orp –Charles Barsotti ... LAT
Brother Juniper –d-2c-orp –Fred McCarthy ... FNS
Calman –d-1c/2c-orp –Mel Calman ... FNS
Car Crazy –w-var-orp-ill –Bilko ... SBP
Carmichael –6tw-10 x 5"-orp –Dave Eastman ... LAT
Carnival –s-tps-hpt-orp –Dick Turner ... NEA
Cartoon –w-20 x 3"-orp-mail –Ronald Boerem ... BAL
Cartoon Bug –w-3c4"-orp –Staff ... TSS
Cartoonmix –qt-var-orp –F. Baginski ... CAM
Celebrity World –w-2c3¾"-orp-mat –Bill Murray ... MFS
Chalk –dS-21 x 4½"-orp –Cissie Peltz ... SMP
Charmers –d-1c/2c-orp: S-tps-hpt-qph: orp –Hallmark ... FNS
Children's Puzzles –w-S-ps-orp-ill –W. Trag ... SBP
Ching Chow –d-lc-orp –Henri Arnold ... CTN
Church Chuckles –w-20 x 4"-orp –Charles Cartwright ... SM
Citizen Smith –dexS-2c3"-orp –Dave Gerard ... RTS
Classy Ads –dexS-1¾ x 2"-orp –House Feature ... CRO
Cliches –5tw-var-orp –Brenda Bell ... ASI
Clip-A-Tip –s-1c2"/2c4"-orp-mail –Elton Dorval ... TWN
Color The Drawing –dwS-ps-orp-ill –W. Trag ... OPS
Consumer Carnival –dexS-21 x 4¼"-xerox –Martin Giuffre ... LYN
Cornflakes –w-37½ x 2¼"-orp-mail –Nellis Johnson ... SF
Country Parson –dexS-1c4"-orp –Frank Clark ... RTS
Courthouse Squares –w-1c2¾"-ill-orp –Staff ... CSP
Country Parson –w-10 x 3"-orp –Frank Clark ... SM
Cowpokes –S-2c/3c-mat-orp –Ace Reid ... COW
Crazy Capers –dexS-10½ x 2"-2½"-orp-mail –Various ... MIL
Dennis The Menace –d-2c-orp: S-pt-hps-tps-quh-
orp –Hank Ketcham ... FNS
Did You Know –w-2c4¾"-ill-orp –John Jarvis ... CSP
Did You Know That –wS-ps-orp-ill –F. Treadgold ... SBP
Digest of Books –m-pt-orp/book form –Various
Authors ... SBP
Dinah Mite –w-1⅞ x 3"-mat-orp –Joe E. Buresch ... JEB
Dot To Dot –ws-ps-orp-ill –Earl Engelman ... SBP
Drawing Is Fun –w-S-ps-orp-ill –W. Trag ... SBP
Driver Ed & Edna –d/w-1c2", 2c4"-mail-orp –
The Dintimans & Ross Bunch ... TWN
Dunagin's People –d-2c-orp: S-tps-hpt-qph-orp –
Ralph Dunagin ... FNS
Dumb Questions –w-ps-ill-orp –Lo Linkert ... SBP
Editorial Cartoon –dexS-3 col/2 col-orp –Milt Morris ... APN
Editorial Cartoon –tw-3c7"/4c6"-mail-orp –Albert Wetzel ... TWN
Elmer Stoon –w-2c4"-orp –Don Knudsen ... SIE
Elwyn –d-2c3"-orp –Mehlman/Brennan ... RTS
Emmy Lou –dS-2c-hps-tps-pt-hpt-qps-orp –
Marty Links ... UFS
Famous Caricatures –w-ps-orp-ill –T. Armstrong ... OPS
Farris Wheel –w-var-panels-orp-ill –J. Farris ... SBP
Fenwick –dexS-20 3½"-orp –Malcolm Hancock ... CHR
Figleaves –w-27 x 5½"-orp –Greg Curfman ... SAN
Flashback Calendar –dS-11 x 1¼"-orp ... AF
Fletcher, The 4-H'r –w-1⅞" x 3"-mat-orp –
Joe E. Buresch ... JEB
Flubs & Fluffs –dS-hov-orp –Jerry Robinson ... CWS
Foreign Strips –d-w-var-orp-ill –Various Artists ... SBP

THREE REALTY FEATURES FOR THE BARGAIN PRICE OF ONE!

Real Estate Mailbag
Real Estate Notebook
Real Estate Law and You

BY ROBERT J. BRUSS

Features for homeowners, renters, and investors. Used by 1,700 to 1,130,000 circ. papers including Chicago Tribune, Washington Post, Atlanta Journal-Constitution, Miami Herald, Tampa Tribune, Seattle P-I, Cincinnati Post, Cleveland Plain Dealer, Dayton News, Boston Herald American, Philadelphia Inquirer, Denver Rocky Mountain News, Memphis Commercial Appeal, Tulsa Tribune, Arizona Daily Star, Sacramento Union, San Antonio Express-News, Buffalo Courier-Express, and many others.

Phone or Write for Samples & Special Introductory Offer

REAL ESTATE FEATURE SERVICES
P. O. Box 6710, 711 Commercial Street
San Francisco, California 94101
Phone: (415) 344-2600

REAL ESTATE IS HOT!

Remember Proposition #13
California's Real Estate Referendum?

* * *

We offer short weekly real estate features:

- THE WORLD OF REAL ESTATE, Q. & A. for the consumer.
- REAL ESTATE NEWS FILLERS
- REAL ESTATE BOOK REVIEWS
- REAL ESTATE WEEKLY DIGEST, for Commercial, Business or Financial pages.

* * *

THE REAL ESTATE RESEARCH INSTITUTE
Howard Shonting, President
353 Willett Ave., Port Chester, N.Y. 10573
914-937-3500

"A folksy feature for the very young we've carried for over twenty years."
—*Bridgeport (Conn.) Post*

NONNEE COAN *713 521 0722*
2828 Bammel Lane, Houston, TX 77098

HOUSE CALLS

BY EDITH LANK

Each weekly column (700 words) answers four or five readers' queries on buying and selling REAL ESTATE. Accurate information, human interest, wit and good humor.

Established 1975, currently carried by 47 dailies (Honolulu, E! Paso, Rochester, Atlantic City . . .)

Writer is a journalist, broker, college instructor in real estate. All readers' letters are answered personally by mail.

For samples, free trial, write:

240 Hemingway Drive
Rochester, N.Y. 14620
716-271-6230

For Pete's Sake —w-20 x 3"-orp-mail —Robert Righetti ..... BAL
Fun and Fact —d/w-1c2"/2c4"-mail-orp —
David B. Wood ..... TWN
Fun Bug —w-20x 4½"-orp —Howard Rands ..... SM
Fun Features —m-11 x 3"-orp-mail —Rick Wilson ..... WLS
Fun & Games —ws-ps-orp —W. Trag ..... SBP
Funny Business —dexS 21 x 4½"-orp —Roger Bollen ..... NEA
Funnyside —w-2c3¼-ill-orp —Staff ..... CSP
Geriatrix —6tw-2c-orp-mail —
Paul Norris/Lyle Swigart ..... CNS
Global Humor —xerox-mail ..... AWP
Global Report —m-600/1500-xerox-mail ..... AWP
Good New/Bad New —d-2c-orp —Henry Martin ..... CTN
Good Old Days —w-3c/4c-tps-hpt-orp —Erwin L. Hess ..... UFS
G.R.A.B. —w-22 x 5"-orp-ill-mail —
David Dunning/Sally Wilson ..... DUN
Graffiti —d-1c3¼"-orp ..... MCN
Green Scene —dexS-19½ x 2¼"-xerox —Pat Hines ..... LYN
Grin & Bear It —d-2c-orp, S-sph-qph-hps-tps-hpt-
pt-orp —George Lichty/Fred Wagner ..... FNS
Guindon —6tw-21 x 4"-orp —Richard Guindon ..... LAT
Gumdrop —d-2c/12"-orp —Foster Moore ..... UFS
***Hazel** —d-2c-orp —Ted Key ..... KFS
Health Capsules —d-1c-orp —M. Petti, M.D. & Jud Hurd ..... UFS
Heathcliff —dS-2C4⅛"-hps-tps-pt-orp —
George Gately ..... MCN
Herman —dexS-22 x 4"-orp —James Unger ..... UNP
Honeydew —dexS-9 x 2"-orp —
Henry Gaines Goodman, Jr. ..... GOJ
Hot Shot Sam —w-var-xerox —Samuel P. Levine ..... LEV
***Hubert** —dS-d-2c-4c, S-tps-hpt-orp —Dick Wingert ..... KFS
Idea Chaser —dexS-11 x 2¾"-orp —Jerry Langell ..... AF
If I Had My Way —w-1c2"/2c4"-orp-man —Kern Pederson ..... TWN
In The Beginning —d-2c-mail —Linus Maurer ..... IPS
It Just So Happened —w-20 x 4¼"-orp —Kern Pederson ..... SM
It's A Cockeyed World —w-2c5"-mat —Joe Kaliff ..... AMF
Jest For Laughs —w-30 x 5"-orp —Paul Fung ..... SM
Jest Sports —dexS-1c2"/2c4"-orp-mail —Charlie Wible ..... TWN
Johnny Wonder —d43 x 2⅛"; S-hps-tps-pt-hpt —
Dick Rogers ..... EF
Just For You —w/S-ps-orp-ill —Earl Engleman ..... SBP
Just Imagine —w-1c2"-2c4"-mail-orp —Kern Pederson ..... TWN
Karikature Karnival —w-1c6"-200 —Joe Kaliff ..... AMF
Karikaturettes —w-1c6"-Staff ..... AMF
Kid Stuff —dexS-1c2"/2c4"-orp-mail —Charlie Wible ..... TWN
Kisses —dS-hps-hpt-tps-qps-orp —Vivian Greene ..... KIS
Krass & Bemie —w-ps-orp-ill —G. Trosley ..... OPS
Kwipsters —dexS-2c4"-orp —Roman Baltes ..... PCF
***Laff-A-Day** —d-1c-2c-orp ..... KFS
Lansky's Look —6tw-orp-mail —Bernie Lansky ..... CNS
Larry's World From Punchw d/S-var-orp-ill —Larry ..... SBP
***Laugh Time** —d-2c-orp —Bob Schroeter ..... KFS
Laughable Laws —w-1c2"/2c4"-mail-orp —Lee Gall ..... TWN
Let's Make —w-21 x 4½"/18½ x 4"--orp —Ben Corey ..... HAR
Life In the Suburbs —w-2c-20 x 3"/3c-30 x 4"-orp —Al Smith ..... SM
Living —w-20 x 3¾"-orp —Hal Holland ..... SM
Living Scriptures —W-2c-22 x 4½"/3c-33 x 6¾"-Jack Hamm ..... SM
Lonely Heart —w-1c-11 x 11"-orp —Herc Ficklen ..... AVA
"Lord, I Said" —d/w-19.5 x 2.5"-orp —Hank Hartmann/Martee Merrill ..... GLS
Love Is —6tw-10 x 3½"-orp —Kim Grove ..... LAT
Manimals —w-var-orp —The PAW Society ..... ASI
Marmaduke —dS-2c-hps-tps-pt-hpt-qps-orp —
Brad Anderson ..... UFS
Mazes —wS-ps-orp —Various Cartoonists ..... SBP
MD —w-1c2"-orp —James Whatley ..... ITP
Mr. Tweedy —6tw-21 x 4½"-orp —Ned Riddle ..... LAT
Monthly Review of Loony Larcenies —w-600-mail-orp —
Meader G. Pattington ..... TWN
Mrs. Murphy —d-w-1c2"2c4"-mail-orp —Martin Duffy ..... TWN
My Grandma —6tw-1c-orp —Donna Scott ..... KFS
Nice Weekend —w-1c2½-ill-orp —Joe Mahoney ..... CSP
Noodles —w-9 x 3"-orp-mail —Robert Righetti ..... BAL
Nothing But The Truth —w-20 x 4"-orp —Russ Arnold ..... SM
Novel Oddities —d-w-2c4"-orp-mail —Ed Wilkins ..... TWN
Off Record Daily —d-2c4½"-orp —Ed Reed ..... RTS
Olderman Cartoons —occ-var-orp —Murray Olderman ..... NEA
Omie The Shiek —w-1c2"/2c4"-mail-orp —Peter John Fugere ..... TWN
One For The Road —w-1c2"/2c4"-mail-orp —
Ken Pederson ..... TWN
Our Ancestors —w-19 x 4½"-orp-mail —Quincy ..... SUB
Our Boarding House —d-21 x 3¾"-orp; S-tps-orp —
Les Carrol & Tom McCormick ..... NEA
Our Fascinating Earth 5tw-2c-ill-orp-
mail —Dr. Phil Seft/David Baer ..... CNS
Our Paper Boy —w-1c2"/2c4"-mail-orp —Kern Pederson ..... TWN
Our Parish —w-orp —Margaret Ahern ..... NCF
Out Of Orbit —w-1c-orp —Herc Ficklen ..... AVA
Outdoor Mini-Tips —w-1⅞" x 3"-mat-orp —
Joe E. Buresch ..... JEB

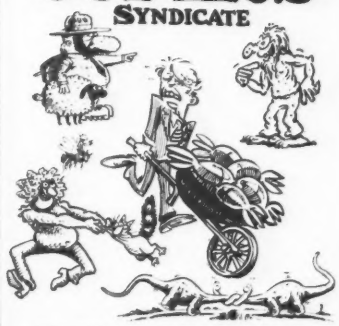
Penny Thoughts —dexS-10.2x2⅞"-orp —Micahel Fortuna
& Jackie Spears ..... AF
Peter Panic —w-S-ps-orp-ill —Lo Linkert ..... SBP
Pick of Punch —7tw-21x4"/43x4"-orp —Various ..... LAT
Pistachios —d-ps-orp-ill —Sematones ..... SBP
Pixies —d-1c-orp —Jack Wohl ..... UFS
Plympton —w-tpt-qpt-mat —Bill Plympton ..... PLY
Pocket Cartoons —d-var-orp —London Daily Mirror ..... ITP
Polymericks —3tw-20 6xvar-orp —Steve McKinstry ..... EF
***Ponytail** —dS-d-2c, S-tps-hpt-orp —LeeHolley ..... KFS
Pot Shots —d-2c-orp —Ashleigh Brilliant ..... CTN
Professor Narin —w-20x3"-orp-mail —Robert Righetti ..... BAL
Psst —w-var/panels-orp-ill —J. Maddox ..... SBP
Punch Line —w-1c3"-ill-orp —Staff ..... CSP
***Queenie** —d-1c-2c-orp —Phil Interlandi ..... KFS
Religious Drawing —w-24x4½"/33x6½"-orp-mail —Jack Hamm ..... REL
***Ripley's Believe It Or Not!** D¼C, S-tps-hpt-qph-orp ..... KFS
Ripley's It Happened In Canada —dexS-2c-3½"-orp —
Gordon Johnston ..... TSS
7 Errors —ws-ps-orp —F. Hayes ..... SBP
Shanghai Lil —dexS-4c5"-orp-mat —Sarge O'Neill ..... SOL
Show Biz —w-21 x 4½"-orp —Flash Fairfield ..... EF
Side Glances —dex-21x4½-orp —Gill Fox ..... NEA
Sign-O-Rama —5tw-2c4"--1c3¼"-mat-orp —M. W. Martin ..... MAR
Sister Anne —d-w-1c2"/2c4"-mail-orp —Peter John Fugere ..... TWN
Smart Chart —6tw-10x3"-orp —Herb Stansbury Jr. ..... LAT
Space Shots —dexS-1c2"/2c4"-orp-mail —Emil V. Abrahamian ..... TWN
Speck —w-orp —Margaret Ahern ..... NCF
Sporting Life —dS-d2c-S-tps-hpt-orp —Templeton/Forman ..... CTN
Sports Cartoons —tw-2c-orp —Alan Mayer ..... KFS
Sportsville —d-w-1c2"/2c4"-mail-orp —
Thomas E. Moran ..... TWN
StatusQuo —dexS-17 x 3"-xerox —Charles Wible ..... LYN
Stoker The Broker —d-10.5 x 3.5"-orp —Henry Boltinoff ..... WSS
Strictly Business —d-1c-2c-orp-mat —
Dale McFeatters ..... FNS
Suburbia —w-9½ x 3¾"-orp-mail —Don Raden ..... SF
Sunday Laughs —w-ps-orp-ill —Paul Swede ..... SBP
Tee Vee Laffs —6tw-1c-orp —Cliff Rogerson ..... UFS
The Better Half Daily —d-2c3"-orp —Ruth Barnes ..... RTS
The Bosleys —S-4c-hpt-tps-orp —John Steers ..... UFS
The Byrds —dexS-1c3"-orp —Vance Rodewalt ..... TSS
The Family Circus Daily —d-2c3"-orp —Bill Keane ..... RTS
The Girls —d-1c/2c-orp —Franklin Folger ..... FNS
The Kids —w-1⅞" x 3"-mat-orp —Joe E. Buresch ..... JEB
The Last Word —dexS-1c2"/2c4"-orp-mail —Fred Surace ..... TWN
The Little Woman —d-1c/2c, S-tps-hpt-orp —
Don Tobin ..... KFS
The Lockhorns —d-2c, S-tps-hpt-orp —
William P. Hoest ..... KFS
The Lumpets —d-10.5 x 3"-orp —Malcolm Hancock ..... WSS
The Sports File —dexS-1c2"/2c4"-orp-mail —
Emil V. Abrahamain ..... TWN
The Sporty Ones —w-10 x 3"-orp —Court Alderson ..... SM
The Treadwells —d-2c-orp —Bob Bugg ..... CTN
There Oughta be A Law —dS-3c-orp —Warren Whipple and
Frank Borth ..... UFS
They'll Do It Every Time —dS-d-2c, S-hps-tps-pt-orp —
Bob Dunn & Al Scaduto ..... KFS
This Funny World —d-2c3⅞"-orp —
Various Cartoonists ..... MCN
This Is Sport —w-20 x 4¼"-orp —Court Alderson ..... SM
Thoughts of Man —d-1c/1c½-orp —Jim Ivey & Wm. Summers ..... CTN
"Those Browns" —dexS-2c3¾"-orp-mat —Bill Murray ..... MFS
Time Out —d-1c/2c-orp —Jeff Keate ..... FNS
Today Is —dexS-11½ x 2⅞"-xerox —Ray Cruse ..... LYN
Today Is The Day —d-3c5"-orp ..... ITP
Today's World —d-1c/2c-mat-orp —David Brown ..... KFS
Toppix —d-2c-orp —Edwin Fisher ..... CTN
Trim's Arena —dexS-22 x 4"-orp —Hal Trim ..... UNP
TriVia Teasers —w-2c-orp —Genetterndon ..... UFS
Trixie —w-10 x 2½"-orp ..... SM
***Trudy** —dS-d-2c, S-tps-hpt-orp —Jerry Marcus ..... KFS
Truth —w/S-ps-orp-ill —Paul Swan ..... SBP
Turn-Ons —w-1c2¼"-ill-orp —Staff ..... CSP
Turnstile Testers —w-1c2"/2c4"-orp-mail —Denis Harrington ..... TWN
TV Starscreen Puzzle —w-2c-orp-ill —Al Kilgore/
Martin Linehan ..... UFS
Unlikely Letters —w-20 x 3½"-orp —Bernard Williams ..... SM
Village Square —w-20 x 4¼"-orp —Chuck Stiles ..... SM
Wallflowers —w-9½ x 2½"-orp-mail —Staff ..... SF
WebsterClassics —w-20 x 3½"-orp —H.T. Webster ..... SM
Woody's World —d-2c-orp —Bill Potter ..... UFS
Word-A-Day —d-1c-orp —Micky Bach ..... FNS
***Wordplay** —d-1c-orp ..... KFS
You Can Read Puzzles —ws-ps-orp-ill —Walt Trag ..... SBP

You Know You Really Love Them When —tw-1c3"-orp —
Miv Schaaf ..... SCH
Your Daily Paper—Read It—Use It —w-1c2"/2c3"-mail-orp —
Kern Pederson ..... TWN
***Your Getting Closer** —6tw-1c-orp —Paite Wheat and
Dale Hale ..... KFS
Zanies —w-panels-orp-ill —J. Maddox ..... SBP
Zeke & Jenny —dexS-1c2"/2c4"-orp-mail —
Martin Taggert ..... TWN
Ziggy —dS-22 x 4"-orp —Tom Wilson ..... UNP
Zingers —dexS-9 x 2⅝"-orp —John Broudhecker ..... AF

9-CHILDREN

A Problem Today —w-150-orp —Ida Nettleton ..... SBP
Animal Puzzles —wS-ps-orp-ill —W. Trag ..... SBP
Arnie —w-ps-orp-ill —Arnie Stockholm ..... SBP
Ask Andy —6tw-400-man-ocr-wire ..... LAT
Braintwister —wS-ps-orp —Amery Brown ..... OPS
Cappy Dick —S-hps-hpt-tps-qhp-orp —
Bob Cleveland ..... FNS
Celebrities Laugh —w-qpt-orp-ill —Misc. Cartoons ..... OPS
Celebrities Speak —w-qpt-orp-ill —Misc. Authors ..... OPS
Children —w-tgp-var —Ida Fried ..... EPS
Children's Corner —ds-2-4"-orp —Staff ..... WHI
Children's Puzzles —wS-ps-orp-ill —W. Trag ..... SBP
Child's Play —w-600-mail-orp —Sarah Lee Massey ..... TWN
Child's Play —m-76 x 9½"-orp ..... TVC
Color The Drawing —dwS-ps-orp-ill —W. Trag ..... OPS
Color This —w-53 x 5½"-orp —Kern Pederson ..... SM
Craft For Kids —w-600-mail-orp —Yvette Cummings ..... TWN
Did You Know That —wS-ps-ill-orp —F. Treadgold ..... SBP
Dot To Dot —wS-ps-orp-ill —Earl Engleman ..... SBP
Drawing Is Fun —w/S-ps-orp-ill —W. Trag ..... SBP
Dumb Questions —w-ps-orp-ill —Lo Linkert ..... SBP
Fun & Games —w/S-ps-orp —W. Trag ..... SBP
Famous Tongue Twisters —w-100-mim —Misc. Authors ..... SBP
Funalnd —S-hps-tps-pt-hpt-qps-orp —Art Nugent ..... UFS
Games & Puzzles —w-qpt-orp-ill —Misc. Authors ..... OPS
Growing Up Around The World —w-600-mail-orp —
Thomas Majerski ..... TWN
Growth, Conflicts & Hangups 2tw-500-ocr-wire —Dr. Saul Kapel ..... CTN
Helen Bottel 6tw-ocr-orp-wire —Helen Bottel/Sue Bottel ..... KFS
Homer's Groaners —6tw-43 x 2¼-orp —Ed Stanoszek ..... LAT
Hooray For Kids —w-hps-mail-orp —Shirlee Newman and
Jena Corcoran ..... TWN
Johnny Wonder —d-43 x 2⅛"-orp; S-hps-tps-pt-orp —
Dick Rogers ..... EF
Junior Editors —dexS-200-mat-orp —Berthel/Simonsen ..... APN
***Junior Whirl** —S-tps-hpt-color-ill-orp —
Hal Kaufman ..... KFS
Just For Kids —w-500-man —Ben L. Moon ..... MNC
Just For You —w/S-ps-orp-ill —Earl Engleman ..... SBP
Just Kids —w-400/600-orp-mail —Richard Hawk ..... TWN
Kid Stuff —w-47.6 x 10"-orp ..... TVC
Kids Corner —w-qpt-orp-ill —Clare Nagel ..... KID
Kids Only Club —6tw-250-man-ocr-ill-wire
Shari Lewis ..... LAT

Announcing!
The INVASION OF THE FUNNIES by
THE KWIPSTERS
An imaginative, delightful, single-panel (space saving) "COMIC STRIP" . . . starting fall of 1978. Watch your mail for more of the happy ranklers and rufflers in rompers who'll captivate your readers at a glance!
PRESS-CRAFT FEATURES
P.O. BOX 2319
NORTH SAINT PAUL, MN. 55109
(612) 777-1996

THE
RIP OFF COMICS
SYNDICATE

The RIP OFF COMICS SYNDICATE is in its FIFTH YEAR of bringing you the best in contemporary, up-to-date weekly cartoon features. We have the humor, relevance and quality graphics you need to put that extra punch in your newspaper's pages. For samples and rates, please write: Syndicate Manager; Rip Off Press, Inc.; Box 14158; San Francisco, CA 94114, or call (415) 863-5359 and ask for Bob Follett.

CLASSIFICATIONS OF FEATURES

Know How S-hpt-tps-qph-orp Osborne FNS
Let's Make w-21 x 4½"/18½ x 4"-orp Ben Corey HAR
Little People's Puzzle dS-(d-2c4½") (S-2c5½") orp
Leo White UFS
Make It with The Kids w-600-orp mail Keith Gordon TWN
Mazes wS-ps-orp Various Cartoonists SBP
Mazes Galore w-ps-orp W. Quinn OPS
Our Children 1tw-500-orp-mail-wre
Dr. Willard Abraham CNS
Peter Panic w-S-ps-orp-ill Lo Linkert SBP
Puzzles And Games w-orp-varies ITP
Real World w-oc-wre George Nobbe KFS
Robin's World w-500-xerox Robin Robinson PRI
Science For You w-21 x 4½"-orp-ill Bob Brown LAT
7 Errors wS-ps-orp Paul Swede SBP
Short Story Cartoons w-ps-orp-ill B. Shurvanian SBP
Single Parent on The Hill m-var-xerox-mail
Bob Westgate DPR
Sunday Laughs w-ps-orp-ill Paul swede SBP
Tell Me Why d-600-mm-orp Arkady Leokum WSS
The Christian Science Monitor New Service
5tw-var-rgp-orp-ocr-wire RTS
The Leisure Craftsman tw-2c/3c-ill-orp-ocr-wire
Phyllis Fiarotta KFS
The Teen Scene m-25 x 25"-orp TVC
Things To Do w-4c4"-mail-orp Carole Rollins TWN
Tiny Times w--4pt-orp Brint Schorer Jr. TIN
Truth w/S-ps-orp-ill Paul Swan SBP
Uncle Ray's Column dexSat-400-rgp-oct-wire Ramon Coffman FNS
You Can Read Puzzles wS-ps-orp-ill Walt Trag SBP
Young Hobby Club d-300-ill-ocr-wire-mail Bob Cleveland FNS
***You're Getting Closer** 6tw-lc-orp
Patte Wheat and Dale Hale KFS

10—COMICS

Ace of the Staff dexS-4c2"-orp-mail Leon P. Snowe II TWN
Advanced Motoring Tips occ-hpt-orp/mail Gilbert Shelton RIP
***Agatha Crumm** d-4c. S-tps-qps-hpt-orp Bill Hoest KFS
Airhawk w-d-spv-orp-ill B. Foley SBP
Alex in Wonderland 6tw-7½x2½"-orp-mail Bob Cordray CNS
Alley Oop d-43x2⅛"-orp. S-tps-orp Dave Graue NEA
Andy Capp d-4c-orp-mat-S-tps-hpt-qph-orp
Reggie Smythe FNS
Animal Crackers d-4c-orp-S-hps-hpt-tps-
tpt-qps-gpt-orp Roger Bollen CTN
Antiques Fair S-3c/4c-tps-hpt-orp Erwin L. Hess UFS
Apartment 3-G d-4c-orp-S-hps-tps-pt-
qph-orp Alex Kotzky FNS
***Archie** d-4c. S-hps-tps-pt-hpt-qph-orp KFS
Asterix & Obelix dS-4c-hps-tps-pt-qph-orp
Uderzo & Goscinny FNS
Baby Lynn w-2c4"-orp-mail Tony Marchese TWN
Bad-Libs w-40x2¼"-orp-mail Ronald Boerem BAL
Baloney d-1c2"/2c4"-mail-orp Martin Duffy TWN
Barnacle w-ps-orp-ill Alexander Monroe SBP
B.C. d-4c/5c-orp-S-hps-tps-pt-hpt-qph-
orp Johnny Hart FNS
Barney Google and Snuffy Smith d-4c. S-hps-tps-
pt-hpt-qph-orp Fred Lasswell KFS
Bee Smart dexS-46x2½"-orp John Prinkey FSF
Beetle Bailey d-4c. S-hps-tps-pt-qph-orp
Mort Walker KFS
Ben Hardy w-hps-tps-orp Jim Baker PIO
Berry's World d-6tw/S-20½x5"-tps-qps-bpt-orp
Jim Berry NEA
Bill & Hazel dexS-4c2"-orp-mail Harlan Wade TWN
Bimbo's Circus d-S-43x2⅛"-hps-tps-qps-pt-
hpt-orp Howie Schneider EF
Blisters d-4c2"-orp-mail
Jeb Ladouceur and Neil Roth TWN
***Blondie** d-4c. S-hps-tps-pt-orp
Dean Young & Jim Raymond KFS
***Boner's Ark** d-4c. S-tps-hpt-pt-orp
Addison (Mort Walker) KFS
Boomer ds-4c-hps-tps-pt-qps-orp
Bill Brown & Mel Casson UFS
Botany Boy w-hps-mail-orp David B. Wood TWN
Brass Tacks dexS-41x2-3/16"-orp Nick Frising AF
Brenda Star d-4c-orp-S-hps-hpt-tps-tpt-qps-
qpt-orp Dale Messick CTN
***Brick Bradford** d-4c. S-hpt-tps-orp Paul Norris KFS
***Bringing UP Father** d-4c. S-hps-tps-pt-hpt-qph-orp
Kavanagh-Fletcher-Camp KFS
Broom-Hilda d-4c-orp-S-hps-hpt-tps-tpt-qps-qpt-
orp Russ Myers CTN
Brother Simon and Lucas d-4c2"-mail-orp Pedro R. Moreno TWN
Bugs Bunny d-43x2⅛"-orp. S-tps-orp
Ralph Heimdahl & Al Stoffel NEA
Buz Sawyer d-4c-orp Roy Crane KFS
Captain and the Kids S-hps-tps-pt-hpt-orp John Dirks UFS
Captain Easy d-43x2⅛"-orp. S-tps-orp
Bill Crooks Jim Lawrence NEA
Captain's Gig d-4c-orp. S-hps-tps-pt-orp
Virgil Partch FNS
Carnival S-tps-hpt-orp Dick Turner NEA
Casey d-4c. S-hps-hpt-tps-qps-qpt-orp
Charles Rodrigues CTN
Catfish d-4c-orp: S-hps-hpt-tps-tpt-qps-qpt-orp
Rog Bollen & Gary Peterman CTN
Cathy d-44x3". S-pt-hpt-hps-tps-
qps-orp Cathy Guisewite UNP
Channel Jockeys dexS-var-orp Phil Evans Jim Asher WHE
Chris d-4c2"-mail-orp Pedro R. Moreno TWN
Christmas Strip sea-43x2⅛"-orp-ill
Barbara Craig & Don Baur NEA
Clumsworth of The North w-xerox Bob White MIL
Conan The Barbarian Daily dexS-3c2⅛"-orp
Roy Thomas and John Buscema RTS
Conan The Barbarian Page S-hps-tps-qps-hpt-orp
Roy Thomas and John Buscema RTS
Consumer Humor m-21x5¾"-orp TVC
Copycats dexS-4c2"-orp-mail Robert Ranger TWN
Corinth The Jeweler d-4c2"-mail-orp R.G. Kelly TWN
Cosgrove d-3c2"-mail-orp Martin Duffy TWN
Crock d-4c-orp: S-hps-tps-pt-hpt-qph-orp
Bill Rechin & Brant Parker FNS
Deems w-40½x2"-orp Tom Oka SM
Dick Tracy d-4c/5c-orp: S-hps-hpt-tps-qps-
qpt-orp Chester Gould CTN
Did You Know That wS-ps-orp-ill F. Treadgold SBP
Dilly dexS-4c2"-orp-mail-Dell Healy TWN
Dr.Kildare d-4c. S-tps-hpt-orp Ken Bald KFS
Doctor Proctor d-4c2"-mail-orp Eddie Germano TWN
Doctor Smock dS-4c-hps-tps-pt-qps-orp
George Lemont UFS
Don Q d-hps-qps-orp David Gantz NYT
***Donald Duck** d-4c. S-hps-tps-hpt-qph-orp Walt Disney KFS
Dondi d-4c-orp. S-hps-hpt-tps-qps-qpt-
orp Irwin Hasen CTN
Doonesbury dS-d-44x3". S-hps-tps-pt-orp
Gary Trudeau UNP
Dorman's Doggie occ-hpt-orp/mail Frank Stack RIP
***Dropouts** dS-4c-pt-hps-tps-qps-orp Howard Post UFS
Dumb Questions w-ps-ill-orp Lo Linkert SBP
E. Z. Wolf w-22.5x5"-orp/mail Ted Richards RIP
Eb and Flo dS-4c-hps-tps-pt-hpt-qpt-orp Paul Sellers UFS
Eek & Meek d-43x2⅛"-S-tps-pt-orp Howie Scheider NEA
Emmy Lou dS-2c-hpt-pt-hps-tps-qps-orp Marty Links UFS
Farley dexS-42x2½"-orp Phil Frank CHR
Farm Life dexS-4c2"-orp-mail Harlan Wade TWN
Fat Freddy's Cat w-hpt-orp/mail Gilbert Shelton RIP
Ferd'nand dS-4c"-hps-tps-pt-hpt-qps-orp
Dahl Mikkelsen UFS
Figments dexS-42x2¼"-mat-orp Dale Hale MAN
Flash Gordon d-4c. S-tps-hpt-orp Dan Barry KFS
Flintstones dS-4c-2½"-hps-tps-pt-qps-
orp Hanna Barbera Productions MCN
Flubs & Fluffs dS-hpv-orp Jerry Robinson CWS
Footnotes w-36.5x3½"-orp/mail Larry Gonick RIP
Forty Year Old Hippie w-hpt-orp/mail Ted Richards RIP
Frank & Ernest d-43x2⅛-S-tps-qps-hpt
Bob Thaves NEA
Fred Bassett d-4c-orp:S-tps-hpt-orp Alex Graham FNS
Freddy d-4c-orp-S-tps-hpt-orp Rupe FNS
Frontiers of Science 5tw-4c2⅛"-orp Dr. Stuart Butler TSS
Funky Winkerbean d-4c-orp-S-tps-hpt-sph-orp
Tom Batiuk FNS
Funland S-hps-tps-pt-hpt-qps-orp Art Nugent UFS
Gabe and Loki d-4c2"-mail-orp Ross E. Bunch TWN
Garfield dS-4c-hps-tps-pt-qps-orp
Jim Davis UFS
Garth d-4c-orp Frank Bellemy ITP
Gasoline Alley d-4c-orp-S-hps-hpt-tps-tpt-
qps-qpt-orp Dick Moores CTN
Gil Thorp d-4c-orp Jack Berrill CTN
Good Old Days w-3c/4c-tps-hpt-orp Erwin L. Hess UFS
Gordo dS-4c-hps-tps-pt-qps-orp Gus Arriola UFS
Grandpa's Boy w-40½x1¾"-orp Brad Anderson SM
Grass Roots tw-4c2"-orp-mail Albert Wetzel TWN
Griffith's Observatory m-hpt-orp/mail Bill Griffith RIP
Grubby w-40½x2"-orp Warren Sattler SM
***Gunner** d-4c-orp Alfredo Grossi and
Lucho Olivera KFS
***Hager The Horrible** d-4c. S-hps-tps-pt-qph-orp
Dik Browne KFS
Hap Hazard d-45x2½"-mail Bob Zahn IPS
Hardpan w-2"x8"-orp J. Griswold GRI
***Henry** d-4c. S-hps-tps-pt-hpt-qph-orp
John Liney and Don Trachte KFS
Heroglyphics dexS-4c2"-orp-mail
Don C. Eaton TWN
Hester Prim dexS-ps-ill Mary Gauerke PRI
Hi and Lois d-4c. S-hps-tps-pt-hpt-qph-orp
Mort Walker and Dik Browne KFS
Homer Sapiens dex5-4c2"-orp-mail
William J. Mikulka TWN
Homer's Groaners 6tw-43x2¼"-orp Ed Stanoszek LAT
Hooray For Kids w-hps-mail-orp
Shirlee Newman and Jean Corcoran TWN
***Hubert** d-2c-4c. S-hpt-tps-orp Dick Wingert KFS
***Inside Woody Allen** d-4c. S-hps-tps-qps-hpt-pt-
orp Stu Hample KFS
***Jack Knife and T. Spoon** dexS-2c7¾"-orp-mat
Sarge O'Neill SOU
Jackson Twins d-4c-2½"-orp Dick Brooks MCN
Jeff Hawke dS-4c-hps-tps-pt-qps-orp Sydney Jordan UFS
Jest For Laffs d-4c2"-mail-orp Audie Bransford TWN
Joe Palooka d-4c2½"-orp Tony DiPreta MCN
Johnny Wonder d-43x2⅛"-S-hps-tps-pt-hpt
Dick Rogers EF
Judge Parker d-4c-orp-S-hps-tps-qph-orp
Dr. N. P. Dallis & Harold Le Doux FNS
Jungle Jube O'Lee d-4c2"-mail-orp Woody Kimbrell TWN
Kelly & Duke dS-d-S-hps-tps-pt-qps-hpt-orp
Jack Moore UNP
Knobs dS-4c-pt-hps-tps-qps-orp Gary Breisacher UFS
Krass & Bernie w-ps-orp-ill G. Trosley OPS
Lars And June dexS-4c-orp-mat Ray Rhamey RAY
Letters From Dad dw-500-man Martin J. Ross LAW
Little Dickens dexS-4c2"-orp-mail TWN
Little Farmer w-40½x1½"-orp Kern Pederson SM
***Little Iodine** S-tps-hpt-qph-orp
Bob Dunn and Hy Eisman KFS
Little Orphan Annie d-4c/5c-orp: S-hps-hpt-tps-
qps-qph-orp Harold Gray CTN
Lolly d-4c-orp: S-hps hpt-tps-tpt-qpt-orp
Pete Hansen CTN
Long Stretch d-2c4"-mail-orp Harry Schwalb TWN
Lucky And Able w-4c2"-mail-orp Walter Pinter TWN
***Luther** 6tw-43-orp Brumsic Brandon, Jr. LAT
Madge The Badge dexS-4c2"-pr--mail Albert Liederman TWN
Mandrake The Magician d-4c-S-hpt-tps-orp
Lee Falk and Fred Fredericks KFS
Mark Trail d-4c-orp-S-hps-tps-pt-qph-orp
Ed Todd and Tom Hill FNS
Marmaduke dS-2c-hps-tps-pt-hpt-qps-orp
Brad Anderson UFS
Marty dexS-43x2⅛"-orp Roy Sanchez RGA
Marvelous Fun & Games S-hpt-tps-qps-orp
Owen McCarron RTS
Mary Worth 4c-orp-S-hps-tps-pt-qph-orp
Allen & John Saunders and Ken Ernst FNS
Medical Frontiers w-600-ocr Leonore Feinstein CHR
***Mickey Mouse** d-4c. S-hps-tps-hpt-qph-orp
Walt Disney KFS
Milo w-40x2¼"-orp-mail Ronald Boerem BAL
Miss Peach d-4c-orp-S-tps-hpt-sph-orp
Mell Lazarus FNS
Mr. Abernathy d-4c. S-tps-hpt-orp
Ralston Jones and Frank Ridgeway KFS
Ms. Augusta dexS-44x3"-orp Angus McGill/Dommic Poelsma UNP
Mixed Nut's w-2c4"-mail-orp Tony Marchese TWN
Modesty Blaise 6tw-43-orp Peter O'Donnell LAT
Momma d-4c-orp-S-tps-hpt-sph-
orp Mell Lazarus FNS
Moon Mullins d-4cporp. S-ps-pt-hps-hpt-tps-tpt-
qps-qpt-qph-sph-spv-orp Ferd Tom Johnson CTN
***Moose Miller** d-4c. tps-hpt-orp Bob Weber KFS
Motley's Crew d-4c. S-ps-hps-hpt-tps-qps-qpt-orp
Ben Templeton and Tom Forman CTN
Mrs. Murphy d/w-1c2"/2c4"-mail-orp Martin Duffy TWN
Mutt & Jeff d-S-4c2½"-orp-hps-tps-pt-orp Al Smith MCN
***Nancy** dS-4c/5c-pt-hps-tps-hpt-qps-orp
Ernie Bushmiller UFS
Norbert d-4c-orp George Fett UFS
Nubbin d-4c-orp James Burnett and
Henry Boltinoff KFS
Office Chatter dexS-4c2"-orp-mail Harlan Wade TWN
Off The Record Page S-hps-tps-pt-sph-qps-hpt-
spv-orp Ed Reed RTS

CRUMPLE
ME UP
And I'M STILL PRINTABLE ! ! !

We are the largest producer of children's activities features, games, drawings, quizzes children and family cartoons.
World wide service.
Ask for our celebrity interviews, car columns, comics, beauty and home improvement features. Book serializations are our best sellers.
Ask for our production lists and samples. Name the topic. We have it.
Phone 714 527 5650/51

BP SINGER FEATURES, INC.
3164 TYLER AVENUE
ANAHEIM, CALIFORNIA 92801

Omie The Sheik—w-1c2"/2c4"-mail-orp—Peter John Fugere ..... TWN
On Stage—d-4c-orp; S-hps-hpt-tps-tpt-qps-qpt-orp—Leonard Starr ..... CTN
"O.O"—dexS-hps-tps-qps-hpt-orp—Stan Meritakas ..... MRT
O! Rats!—dexS-4c2"-orp-mail—Jerry P. Cardona ..... TWN
Our Boarding House—d-21x3¾"-S-tps-orp—Les Carroll & Tom McCormick ..... NEA
Outcasts—dexS-4c2⅛"-orp—Ben Wicks ..... TSS
***Peanuts**—dS-4c/5c-hps-tps-pt-hpt-qps-orp—Charles M. Schulz ..... UFS
Perkins—dexS-4c1¾"-orp—John Miles ..... RTS
Pisces—6tw-7½x2.5"-orp-mail—Eddy Elia ..... CNS
Pistachios—d-ps-orp-ill—Sematones ..... SBP
***Ponytail**—d/S-d-2c. S-tps-hpt-orp—Lee Holley ..... KFS
***Popeye**—dS-d-4c. S-hps-tps-pt-orp—Bud Sagendorf ..... KFS
Pops—w-40½x2"-orp—George Wolfe ..... SM
***Prince Valiant**—S-hpt-tps-pt-orp—Hal Foster ..... KFS
Pricilla's Pop—d43x2¼"-orp: S-tps-orp—Ed Sullivan ..... NEA
***Quincy**—d-4c-orp—Ted Shearer ..... KFS
***Redeye**—d-4c. S-tps-hpt-qph: orp—Gordon Bess ..... KFS
Rex Morgan, M.D.—d-4c-orp- S-hps-tps-pt-qph-orp—Dr. N. P. Dallis, Frank Eddington, Marvin P. Bradley ..... FNS
Ribbets—dexS-4c2"-orp-mail—David Ball ..... TWN
Rick O Shay—d-4c-orp: S-hps-hpt-tps-tpt-qps-qpt-orp—Mel Keefer/Dern ..... CTN
***Rip Kirby**—d-4c-orp—John Prentice and Fred Dickenson ..... KFS
***Ripley's Believe It or Not!**—ds-d-2c.S-tps-hpt-qph-orp ..... KFS
Rivets—d-4c-orp-S-tps-hpt-orp—George Sixta ..... FNS
Rollies Route—dexS-var-orp—Ross E. Bunch ..... ASI
Room & Board—dexS-43x2¼"-orp—G.A. Bennett ..... RGA
Rube From Trube—d-4c2"-mail-orp—Phyllis Maxwell ..... TWN
Rural Delivery—w40½x2¼"-orp—Al Smith ..... SM
Saddle Sores—d-4c2"-mail-orp—George Albitz ..... TWN
***Sam and Silo**—d-4c: S-tps-qps-hpt-orp—Jerry Dumas/Mort Walker ..... KFS
Sandy Daily Comic—dexS-sph-orp-mat—James Unwin ..... HPS
***Scamp**—d-4c. S-hpt-tps-orp—Walt Disney ..... KFS
Seaweed—d-4c2"-mail-orp—Johnny Sajem ..... TWN
***Secret Agent Corrigan**—d-4c-orp—Al Williamson and Archie Goodwin ..... KFS
Shoe—d-4c-orp: S-ps-pt-hps-hpt-hpv-tps-tpt-qps-qpt-qph-sph-spv-orp—Jeff MacNelly ..... CTN
Short Ribs—dp43x1¾"-S-tps-orp—Frank Hill ..... NEA
Short Story Cartoons—w-ps-orp-ill—B. Shirvanian ..... SBP
Short Stuff—dexS-4c2"-orp-mail—Jack Flynn ..... TWN
Sister Anne—d/w-1x2"/2c/4"-mail-orp—Peter John Fugere ..... TWN
Skipper—d-2c4"-mail-orp—Ron W. Stanfield ..... TWN
Snappy Grammy—d-1c2"/2c4"-mail-orp—Lyle Sterrett ..... TWN
Splitsville—6tw-43-orp—Frank Baginski ..... LAT
Sporting Life—d-s-d2c/S-tps-hpt-orp—Ben Templeton/Tom Forman ..... CTN
Stanley—d-44x3"; S-hps-tps-qps-pt-hpt-orp-mat—Murray Bell ..... UNP
Star Hawks—dS-43x4½"-tps-hpt-orp—Ron Goulart & Gil Kane ..... EF
Star Warriors—wS-ps-orp-ill—F. Treadgold ..... SBP
Star Weevils—w-60x2"-orp/mail—J. Michael Leonard ..... RIP
***Steve Canyon**—d-4c/5c. S-hps-tps-qph-orp—Milton Caniff ..... KFS
Steve Canyon—d-4c/5c-orp: S-hps-tps-pt-qph-fps-orp—Milton Caniff ..... FNS
Steve Roper—d-4c/5c-orp: S-hps-tps-pt-qph-orp—William Overgard & Allen and John Saunders ..... FNS
Sugar—dexS-4c2"-orp-mail—Dr. Robert Gill ..... TWN
Super and Pals—d-2c4"-orp-mail—Blackburn and Thomas ..... TWN
Super Kat—w-4c2"-orp-mail—William Harper ..... TWN-PAL
Superheroes—4c-S-hps-tps-gps-qpt-orp—Paska/Tuska/Colletta ..... CTN
Super Shrink—d-2c4"-orp-mail—Dr. Edward Stark ..... TWN
Tank McNamara—dS-d-44x3"-. S-hps-tps-qps-hpt-orp—Jeff Millar & Bill Hinds ..... UNP
***Tarzan**—dS-4c-hps-tps-pt-orp—Edgar Rice Burroughs ..... UFS
Teddy & Terry—dexS-4c2"-orp-mail—Robert Frederico ..... TWN
Terrie's Terrors—dexS-4c2"-orp-mail—Ralph Bunch & Walter Tobin ..... TWN
The Amazing Spider-Man Daily—dexS-3c2⅛"-orp—Stan Lee & John Romita ..... RTS
The Amazing Spider-Man Page—S-hps-tps-qps-hpt-orp—Stan Lee and John Romita ..... RTS
The Astronits—d-4c2"-orp—Pat Anderson ..... AND
The Barnstormers—dexS-1c2"/2c2"-mail-orp—Frank Tabor ..... TWN
The Better Half Page—S-qps-sh-spv-pt-htp-tps-orp—Ruth Barnes ..... RTS
The Born Loser—d-orp.S-hps-tps-qps-pt-orp-hpt—Art Samsom ..... NEA
The Bosleys—S-4c-hpt-tps-orp—John Stees ..... UFS
The Brain Trust—w-tps-2c4"-orp—Jack Roman ..... PCF
The Captain & Mandy—d-44x3"-orp: S-½ps/1/3ps/¼ps/½pt-orp—Steve Kell ..... UNP
The Chargers—d-4c2"-mail-orp—Ross E. Bunch ..... TWN
***The Flop Family**—d-4c-orp—George O. Swanson ..... KFS
***The Heart Of Juliet Jones**—d-4c: S-hpt-tps-qph-orp—Stan Drake ..... KFS
***The Katzenjammer Kids**—S-tps-hpt-orp—Mike Senich ..... KFS
***The Little Women**—d-1c/2c. S-hpt-tps-orp—Don Tobin ..... KFS
***The Lockhorns**—d-2c. S-tps-hpt-orp—William P. Hoest ..... KFS
The Missing Links—dexS-42x2"-orp-mail—Holly Fuller ..... CWF
***The Phantom**—d-4c. S-hps-tps-pt-qph-orp—Lee Falk and Seymour Barry ..... KFS
The Ripoffs—dexS-33x1½"-xerox—George Hartman ..... LYN
The Ryatts—d-4c-orp: S-hpt-tps-orp—Jack Elrod ..... FNS
The Small Society—dS-d-3c/4c. S-tps-hps-hpt-orp—Morrie Brickman ..... KFS
The Small Society—dS-33x2¼", 44 25-hpt-hps-tps-orp-mat—Morrie Brickman ..... WSS
The Smith Family—dS-tps-tpt-orp-mat—George & Virginia Smith ..... WSS
The Sons of Liberty—dexS-42x2"-orp—Rihard Lynn ..... LYN
The Spacers—dexS-4c2"-orp-mail—Emil V. Abrahamian ..... TWN
The Wizard of Id—d-4c-orp; S-hps-tps-pt-hpt-qph—Brant Parker & Johnny Hart ..... FNS
The Woks—dexS-4c2"-orp-mail—Dick Ling ..... TWN
The Zoo—dexS-var-orp—Jack Bonestell ..... ASI
There Oughta Be A Law—dS-3c-orp—Warren Whipple/Frank Borth ..... UFS
They'll Do It Every Time—dS-d-2c. S-hps-tps-pt-orp—Bob Dunn & Al Scaduto ..... KFS
Those Were The Day—w-40½x1¾"-orp—Art Beeman ..... SM
Tid-Bits—d-w-1c2"/2c4"-mail-orp—Charles H. Dennis ..... TWN
***Tiger**—d-4c. S-tps-hpt-qph-orp—Bud Blake ..... KFS
***Tim Tyler's Luck**—4c-mat-orp—James R. Young ..... KFS
Treasury of Classic Tales—S-hps-tps-pt-orp—Walt Disney ..... KFS
***Trudy**—ds-d-2c. S-tps-hpt-orp—Jerry Marcus ..... KFS
Truth—wS-ps-orp-ill—Paul Swan ..... SBP
Tucker—d-4c-orp: S-hps-tps-pt-aph-orp—Joe Martin ..... FNS
Tumbleweeds—dS-4c-tps-hpt-qph-orp—Tom K. Ryan ..... UFS
Twitch—w-40½x2"-orp—Howard Rands ..... SM
Uncle Charlie—d-10.5x1.5"-orp—Peter Lang ..... WSS
U—Nutty Nations—d-4c2"-mail-orp—Tom Kukic ..... TWN
Von Mable's Backpacking—W-35.5x4"-orp/mail—Sheridan Anderson ..... RIP
Wee Pals—dS-4c-tps-hpt-orp—Morrie Turner ..... UFS
Weekly Page of Comics—w-ps-61x16¼"-orp ..... SM
***Winnie the Pooh**—d-4c. S-hps-tps-pt-hpt-orp—Walt Disney ..... KFS
Winnie Winkle—d-4c-orp: S-hps-tps-tpt-qps-qpt-orp—Max Van Bibber & Henry Raduta ..... CTN
Winnie Witch and the Giant Patatoe—dS-d-42x2". S-pt-hps-hpt-tps-qps-orp-mail—Adamakos & Rogers ..... CWF
Winthrop—d-43x2¼"-orp; S-tps-orp—Dick Cavalli ..... NEA
Wonder Wart Hog—w-hot-orp-mail—Gilbert Shelton ..... RIP
Woodsies—d-4c2"-mail-orp—Robin ..... TWN
Wright Angles—S 4c2¼"-orp. S-tps-qps-orp—Larry Wright ..... EF
Yogi Bear—S-hps-tps-pt-qps-orp—Hanna-Barbera Productions ..... MCN
Zodiyaks—dexS-46x2½"-orp—John Prinkey ..... FSF
Zoonies—d-43x2¼"-orp: S-tps-qps-hpt-orp—Craig Leggett ..... NEA-EF

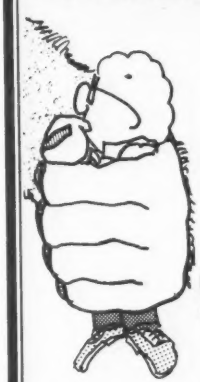
11-COMMENTARY-COLUMNS

A Changing World—1tw-650/800-ocr-orp-mail—John Pinkerman ..... CNS
A Good Book To Read—d/w-500-man—Martin J. Ross ..... LAW
A Letter of Fact—m-1.500-orp—Sidney Du Broff ..... GPL
A Word Edgewise—SW-ocr-wire—John P. Roche ..... KFS
About Real Estate—w-800-ocr—Don Campbell ..... RTS
Abroad at Home—2tw-750-wire—Anthony Lewis ..... NYT-NS
Accuracy in Media—w-600-min—Reed Irvine ..... AIM
Adjustments in Marriage—w-qps—S. Mamchur, Ph.D. ..... SYN
Affairs Of State—5tw-500-ocr—Fred W. Kline ..... CAP
After Divorce—w-700-ocr-wire—Dr. Melvyn Berke/Joanne Grant ..... RTS
All About Town—w-var-man—Nina Diamond ..... DIA
All You Want To Know About Gems—Without Asking!—w-var-man-orp-mail—Joe Holberg ..... RBN
An Editor's Outlook—w-800-man-ocr—Jenkin Lloyd Jones ..... LAT
Another Look—2tw-550-ocr-xerox-wire—Robert Yoakum ..... YKM
Answerback—w-600-min-ocr-orp-lc-wire-tt-mail-tape-tel—Bob Baskin ..... UFS
Antiques Appraisal Clinic—w-3½x8"-ocr-orp—Charles Carrol ..... CRO
Art Buchwald Column—tw-650-ocr-man-wire-Art Buchwald ..... LAT
Art For Love & Money—w-var-orp-mail—Shannon Kelly Clark ..... RBN
Asia Memo—1tw-550/700-ocr-orp-mail-wire—Edward Neilan ..... CNS
Asian Report—ind-500/1200-mim—Mark Gayn ..... TSS
Ask Anybody . . . Anything—w-600-mim-ocr-orp-Lc-mail-wire-tt-tel-tape—Martin Alwyn ..... NANA
Ask Dr. Brothers—7tw-orp-ocr-wire—Dr. Joyce Brothers ..... KFS
Assignment: America—tw-ocr-wire—Phyllis Battelle ..... KFS
At Your Leisure—1tw-500/700-igp-ocr-orp-mail-wire—Craig MacDonald ..... CNS
Behavior Behind The News—w-700-mail—S.V.Didato ..... NWR
Best Cartoons From Europe—d/w-var-orp—Various Cartoonists ..... SBP
Bill Mauldin Col—tw-500-ocr-wire-mail—Bill Mauldin ..... FNS
Bob Greene—tw-750-wire/ocr mail—Bob Greene ..... FNS
Book Marks—w-1000-man-orp-ocr—Mid Paulus ..... MCF
Bout Books—dS-500-2c6"-xerox—Philippa Roth ..... WOR
Broadway Karikatures—w-2c6"-mim—Joe Kalitt ..... AMF
Broadway Vignettes—w-2c5"-mim-Marcia Michels ..... AMF
Buy Right—w-750-ocr-wire—Arthur Darack ..... RTS
Bylines From a Bubble Blower—w-200/400-orp-mail—Beth Lineham ..... TWN
By No Means Neutral—tw-600-man-ocr-wire—Ernest B. Furgurson ..... LAT
Calorie Countdown—wknd-300-orp—Susan Duff Mastro ..... MCN
Canadian Comment—w-500-orp-mail—Peter Ward ..... SF
Capital Fare—dexfri-sat-S-600-mim-wire—Andrew Tully ..... MCN
Capitol Connection—w-500-ocr—Condit/Nicholson ..... CAP
Carl Rowan—tw-800-wire-ocr-mail—Carl T. Rowan ..... FNS
CB Column—w-550-orp-tape-ocr-mail-wire-ill—Fred Gregg, Jr. ..... NEA
Centerpiece—S-2500-xerox-ocr—Various Authors ..... NYT
Citizens on Radio—w-3½"x8"-ocr-opr—E. Z. Strange ..... CRO
Column—James Reston—3tw-750-wire—James Reston ..... NYT-NS
Commentary—4tw-600-ocr-orp-tape-mail-wire—Donald F. Graff ..... NEA
Congressional Quarterly Service—w-tw-600/1200-ocr-orp-ill-mail—Staff ..... CQ
Conservative Advocate—tw-600-ocr-wire—William Rusher ..... UNP
Conservative View—tw-750-mim-wire—James J. Kilpatrick ..... WSS
Contemporary Living—tw-500-man-ocr-wire—Letitia Baldridge ..... LAT
Continental Diary—w-700-mim-ocr-orp-Lc-mail-tape-wire-tts-tel—Noel Anthony ..... NANA
Conversation Pieces—3tm-750-orp-mail—Wm. A. Leavell ..... ERS
Country Clipboard—w-300-mim—K. Maynard Head ..... MMP
Crime Flashback—w-orp—Max Haines ..... SUN
Criswell Predicts—wknd-500-orp—Criswell ..... MCN
Dalton Camp—w-700-mim—Ray Stapley ..... TSS
Daniel Schorr At Large—w-750-ocr-wire—Daniel Schorr ..... RTS
Dateline: Detroit—w-500-mim—Don O'Reilly ..... AU
Dateline: Europe—3tw-600-mim-ocr-orp-Lc-wire-tape-tel—Karol C. Thaler ..... NANA
Dateline: Jerusalem—occ-var-mim-orp-Lc-wire-tt-mail-tape-tel—Sigusmund Gorea ..... NANA
Dateline: Moscow—occ-var-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Albert Axelbank ..... NANA
Dateline: Paris—occ-var-mim-ocr-orp-Lc-wire-tt-mail-tape-tle—Leo Ryan ..... NANA
Dateline: U.N.—w-600-mim-ocr-orp-Lc-mail-tape-wire-tt-tel—Louis Halasz ..... NANA
Dempster's Diary—d-w 800-Lc-mail—Nigel Dempster ..... ITP
de Toledano, Ralph—3tw-500-ocr-mail-wire—Ralph de Toledano ..... CNS
Dick Miller New York, New York—w-700-orp—Dick Miller ..... GAR
Douglas Fischer—3tw-mim—Douglas Fischer ..... SUN
Durslag Sports Column—5tw-ocr-wire—Melvin Durslag ..... KFS
Economic Analysis—1tw-800-wire—Leonard Silk ..... NYT-NS
Edith Carter—w-700-mail-igp-Edith Carter ..... NWR

O • O—A bizzare new comic strip feature made for every human reader, presenting humour, wit, comment and satire with an ultra-unique difference. Send for free 13 week trial offer. S Meritakis.
P.O. Box 72, Oakleigh, Vic., Australia 3166

DBP

Danney Ball Productions



is out to grab you readers!

NOW, you can give your readers what they want and at a fraction of the cost! Add 35 writers and cartoonists to your staff for...

$10.00* A Week

AND WE MAY BE ALL THAT YOU NEED!

We are the most diversified and complete weekly camera-ready syndicate available to you.

Package includes these topics:
• Astrology • Books • Financial
• Real Estate • Cartoons • Poetry
• Current Events • Fashions
• Fillers • Food • Gardening
• Health • Household • Music
• Motion Pictures • Outdoors
• Pets • Photography • Puzzles
• Religion • Serials • Sports
• Travel • And much more.

*Also available bi-weekly or monthly.

Send $3.50 for complete set of samples to —

Danney Ball Productions

147 NORTH FRANKLIN AVE.
HEMET, CALIFORNIA 92343

CLASSIFICATIONS OF FEATURES

Editorial Research —5tw/4tm-550/6000-ocr-orp-ill-mail—Staff . . CQ
Editorial Service —tw-1300-mim . . ALB
Entertaining With Style —w-gps —Jan Szulec . . SYN
Essay —2tw-750-wire —William Safire . . NYT-NS
Etc. & P.S. —eom-300-men —Irma Ganz Miller . . SA
Eugene McCarthy Column —w-750-mim —Eugene McCarthy . . WSS
Everybody's Business —tw-1500-ocr-orp-Lc-mail —
John Douglas Paulus . . MCF
Everyday Editorials —5tw-1800-mim —M.F. Bourraily & Staff . . GLS
Family Circle —m-var-man —Various Authors . . NYT
Family Talk —w-var-wire-mail —Dr. Jim & Mary Kenny . . NCF
Feature Story —w-500/1000-mim-orp-igp-mail —
Bill Griffith: Reporter . . GRF
Feminist Q. & A. —w-500-mim —Mary Ellen Corbett . . COS
Fightin' Mad —tw-500/600-ocr —Jim Ardito . . ASI
Flea Market Finds —w-3½"x8"-ocr-orp —Dan D'Impeno . . CRO
Food —tw-700-wire —Craig Claibone . . NYT-NS
Food And Agriculture Affairs —w-1000-ocr —Lauren Soth . . RTS
Foreign Affairs —3tw-750-wire —C. L. Sulzberger . . NYT-NS
Freebies —w-750-ocr-wire —Brian Weiss . . RTS
From My Pew —w-var-wire-mail —Hilda Young . . NCF
Furthermore —tw-50/250-mail-orp —John M. Henry . . TWN
Games & Puzzles —w-qpt-orp-ill —Misc. Authors . . OPS
George Mair Column —tw-500-man-ocr —George Mair . . LAT
Geyer File —tw-600-man-ocr-wire —Georgie Anne Geyer . . LAT
Glasserfied Directory —m-var-mim —Selma Glasser . . GLA
Global View/Foreign Editors Say —bw-800-xerox-mail-telex . . AWP
Golden Gleams —w-9½x5"-orp —Staff . . EDC
Gus Tyler —3tw-600-mail-mim-Lc-orp-ocr-wire-tape-tt-tel —
Gus Tyler . . UFS
Handicapsules —w-500-ocr —Terry Brickley . . MAN
Happier Living —wm-300-xerox —Phyllis Mitchell . . MIT
Harriet Van Horne Column —tw-700-man-ocr-wire —
Harriet Van Horne . . LAT
Have You Met. . . ? —sw-2½"x3½"-1000-mim-orp-ilm —
Y. L. Trajcliff . . NPS
Health Today —w-500 —Dr. D. A. Battista . . SBP
***Hemisphere Report** —1tw-650-750-ocr-mail-wire —
William Giandon . . CNS
Henry J. Taylor —3tw-700-mim-ocr-mail-Lc-tape-wire-tt-tel —
Henry J. Taylor . . UFS
Hi Fi/Stereo Review —m-var-man-mail —Charles Yulish . . IMN
***Hints From Heloise** —d-orp-ocr—S-tps-hpt-colot-orp-wire —
Heloise . . KFS
Hollywood Beat —w-800-2c10-xerox —Bill Lane . . WOR
Holmes Alexander Column —dexfri-sat-S-600-mim —
Holmes Alexander . . MCN
Human Behavior Reports —tw-300-ocr —
ed. of Human Behavior Magazine . . MAN
Hurwitz On Education —2tw-500-mim-mail —Howard L. Hurwitz . . CF
If It Fitz —tw-500-man-ocr —Jim Fitzgerald . . LAT
Illusions & Realities —sw-750-mim-wire —Michael Novak . . WSS
In America —occ-1000-ocr-orp-tape-mail-wire-ill —Various Authors . . NEA
In America —tw-600-man-ocr —Ron Hendren . . LAT
In The Nation —3tw-750-wire —Tom Wicker . . NYT-NS
In the Public Interest —w-750ocr-wire —Ralph Nader . . RTS
In Washington —6tw-700-ocr-orp-tape-mail-wire —
Martha Angle/Robert Walters . . NEA
Inside Auto Racing —3tw-500-mim —Don O'Reilly . . AU
Inside Report —5tw-800-wire-ocr-mail —
Rowland Evans/Robert Novak . . FNS
Insight —w-450-mim-ocr-orp-Lc-wire-tt-mail-tape-tel —
John Wykert . . NANA
In Space Update —sm-var-lc-mail —Jim Maloney . . HPR
Interpretive Report —2tw-750-ocr —Stanley Kamow . . RTS
Investigators —tw-600-man-ocr-wire —Jack Cloherty . . LAT
Isn't It The Truth? —w-500-xerox —Carl Riblet, Jr. . . INO
Isn't It The Truth? —tw-2c12"/4c12"/400-mim —Charles Rehms . . REH
It's My Opinion —2tw-550-mim-mail —Irene Corbally Kuhn . . CF
It's OK To Talk About Sex —w-750-xerox —Dr. Robert C. Long . . PRI
***Jack Anderson's Weekly Special** —
w-750-orp-ocr-tape-mim-Lc-mail-tel —Jack Anderson . . UFS
Jane O'Reilly —w-800-mim-wire-mail —Jane O'Reilly . . EF
Jeffrey, Hart —tw-ocr-wire —Jeffrey Hart . . KFS
Jesse Jackson —w-600-ocr-wire —Jesse Jackson . . UNP
J. F.terHorst —bw-600-ocr-wire —J. F. terHorst . . UNP
***Jim Bishop: Reporter** —tw-orp-ocr-wire —Jim Bishop . . KFS
Jimmy Breslin —3tw-900-ocr-orp-wire —Jimmy Breslin . . CTN
John D. Lofton, Jr. —3tw-700-mail-mim-Lc-orp-tape-ocr-wire-tt-tel —
John D. Lofton, Jr. . . UFS
Jonathan Power —w-600-ocr-wire —Jonathan Power . . UNP
Judith Randal —w-750-xerox —Judith Randal . . PRI
Keep Off The Grass —w-750-orp-mail —Wm. A. Leavell . . ERS
Kevin P. Philips —4tw-ocr-wire —Kevin P. Philips . . KFS
***Kingsbury Smith** —1tw-ocr-wire —Joe Kingsbury Smith . . KFS
Knight News Wire —dS-var-tt-tape —Staff . . KNI
Knight News Wire —7tw-var-wire . . CTN
Land Mark Decisions —d-w-500-man —M.J. Ross . . LAW
***Latin American Art** —2tm-700-ocr-xerox-mail —Rafael Squirru . . ALA
***Latin American View** —w-600-ocr-xerox-mail —Arturo Uslar-Pietri . . ALA
***Latin Panorama** —w-600-ocr-xerox-mail —Arturo Villar . . ALA
***Latin World** —w-700-ocr-xerox-mail —Mariano Grondona . . ALA
***Latin View Of The U.S.** —w-600-ocr-xerox-mail —
Carlos A. Montaner . . ALA
Laughing All The Way —w-400-man —Nina Diamond . . DIA
Law Briefs For Business —d-w-500-man —M.J. Ross . . LAW
Let's Ask The Cook —3tw-500-ocr-wire —Carol McGarvey . . RTS
Letters From Dad —d-w-500/man —Martin J. Ross . . LAW
Limey At Large —w-700-mail-igp —Bryan Langton . . NWR
Lit'ry Life —w-750-ocr-wire —Bruce McCabe . . CTN
London Daily Mail News Service —5tw-var-mail . . ITP
L. M. Boyd —dexS-3½"x8"-ocr-orp —L. M. Boyd . . CRO
London Daily Mirror Feature Service —5tw-var-mail-Lc-igp . . ITP
London Sunday Mirror Feature —w-var-mail-Lc-igp . . ITP
Lou Edman Describes —w-700-man —Lou Edman . . EDM
Low Down from the Congressional Record —w-500-man —
Jo Crump . . CRU
Lubor J. Zink —1tw-min —Lubor J. Zink . . SUN
Made Public —5tw-700-orp-Lc —Mary Arthur . . ARU
Magic Carpet Over Broadway —dS-2c6"-mat-man-mim —
Joe Kahff . . AMP
Main Street —w-800-var-wire-telex-mail-phone —Ted Green . . PWF
Makin' Things —w-750-igp-orp-ocr-wire —Ed and Stevie Baldwin . . RTS
Managing Your Family's Money —2tw-500-ocr-wire —Merle Dowd . . RTS
Marianne Means' Washington —tw-ocr-wire —Marianne Means . . KFS
Mark Russell Column —4tw-150-ocr-man-wire —Mark Russell . . LAT
Market Place —5tw-600-wire —Robert Metz . . NYT-NS
Mark My Words —3tw-400-mim-ocr-orp-Lc-mail-tape-wire-tt-tel —
Jim Fiebig . . UFS
Marv —5tw-700-mail-xerox —Marv Arthur . . ARU
Marv's Reply —dS-700-mail-xerox —Marv. Arthur . . ARU
Mary McGrory Column —tw-750-mim-wire —Mary McGrory . . WSS
Max Lerner Column —tw-700-man-ocr-wire —Max Lerner . . LAT
Max Rafferty Column —sw-500-man-ocr —Dr. Max Rafferty . . LAT
McKenzie Porter —1tw-mim —McKenzie Porter . . SUN
Medical Digest —w-3½x8"-ocr-orp —Ed Orloff . . CRO
Medicalia —cont-600-mim-igp —M. W. Martin . . MAR
Memo To A Working Woman —w-750-ocr-wire —Muriel Lederer . . RTS
Mirrors of Washington —w-700-mim-ocr-orp-Lc-wire-tt-mail-tape-tel —
Isabelle Shelton . . NANA
Modern Etiquette —w-150-orp —Jane Sherrod . . SBP
Monthly News Packet —m-16,000-mim-igp-mail —Staff . . PRA
Morrie Ryskind Column —5tw-750-mim —Morrie Ryskind . . WSS
Motorcade USA —w-500-mim —Don O'Reilly . . AU
Mountain Moments —w-300-mim —K. Maynard Head . . MMP
M. Stanton Evans Column —tw-700-man-ocr —M. Stanton Evans . . LAT
NANA New Service —d-var-mim-ocr-orp-Lc-mail-
wire-tts-tel-tape . . NANA
NANA Pony Service —w-var-mim-ocr-orp-Lc-wire-tt-mail-tape-tel . . NANA
National Security Affairs —w-600-man-ocr —Gen. Ira C. Eaker . . LAT
National Whirligig —3tw-600-mim-ocr-orp-Lc-mail-tape-wire-
tt-tel —Ernest Cuneo . . NANA
New Scientist/New Society News Features —w-var-mail-Lc . . ITP
Newsfeatures —d-var-ocr-orp-tape-mail-wire-ill —Staff . . NEA
News Focus —tw-600-wire-ocr-mail —Charles Bartlett/Cord Meyer . . FNS
News Report From Washington —w-22½x7"-orp —Staff . . EDC
News Service —w-m-sea-q-as-pt —Staff . . GNB
News Views —w-9½x8"-orp —Staff . . EDC
Nicholas von Hoffman —tw-ocr-wire —Nicholas von Hoffman . . KFS
Nick Thimmesch Column —tw-700-man-ocr-wire —
Nick thimmesch . . LAT
Norman cousins Column —w-750-man-ocr —Norman Cousins
Norton Mockridge —3tw-600-mim-ocr-orp-Lc-mail-tape-wire
tt-tel —Norton Mockridge . . UFS
Notes, comments —w-9½x15"-orp —Staff . . EDC
Observer —3tw-750-wire —Russell Baker . . NYT-NS
Of Arms And Men —w-600-mim-ocr-orp-Lc-wire-tape-
tts-tel —Col. Robert D. Heinl . . NANA
On The Other Hand —tw-1,500-1c-igp ocr-orp —
John D. Paulus . . MCF
On The Right —tw-750-mim-wire-William F. Buckley . . WSS
One Woman's Voice —w-750-orp-mail —Various Authors . . PRI
Op Ed —occ-var-orp-tape-ocr-mail-wire —Various Authors . . NEA
Op Ed —d-va-orp —Various Authors . . NYT
Otherwise —3tw-550-mim-ocr-wire-mail —Tom Fesperman . . EF
Ottawa Report —3tw-750-mim —Richard Gwyn . . TSS
Our Constitution —w-600-xerox —David Kapley . . INO
Our Environment —sw-750-ocr —Ed Flattav . . ART
Our Times —sw-800-xerox-mail —Smith Hempstone . . HEM
Outrider —tw-600-ocr-wire —Garry Wills . . UNP
Patents Column —1tw-600-wire —Stacy Jones . . NYT-NS
Paul Harvey News —tw-500-man-ocr-wire —Paul Harvey . . LAT
Paul Hellyer —2tw-min —Paul Hellyer . . SUN
PBS Images —w-19.6 x 10"-orp . . TVC
Pennsylvania Avenue —1tw-600/800-ocr-orp-mail-wire —
Benjamin Shore . . CNS
People and Problems —d/w-500-man —Martin J. Ross . . LAW
People and Values —tw-600-ocr-wire —Andrew Greeley . . UNP
People's Voice —w-800-mail-igp —Dick Edwards . . NWR
Personal Health —1tw-1,000-wire —Jane Brody . . NYT-NS
Pete Hamill —3tw-900-orp-wire —Pete Hamill . . CTN
Peter Worthington —1tw-mim —Peter Worthington . . SUN
Phyllis Mitchell's Column —w-900-xerox —Phyllis Mitchell . . MIT
Political Tidbits & Outrages —w-tpt-orp-mail —Wm. A Leavell . . ERS
Politics Today —6tw-750-ocr-wire —Jack Germond/Jules Witcover . . CTN
Postcards —5tw-600-ocr —Stan Delaplane . . CHR
Potomac Ethics —2tw-400-mim —Les Kinsolving . . MCN
Prison Rap —w-750-mim-mail —J. Barney . . SAW
P.S. To The News —2tw-500-ocr-mail-wire —Phyllis Schlafly . . CNS
Question Box —w-var-wire-mail —Father John Dietzen . . NCF
Reed Larson Column —fn-500/600-orp —Reed Larson . . RTW
Robert J. Wagman —occ-var-mim-ocr-orp-Lc-wire-tt-
mail-tape-tel —Robert Wagman . . NANA
***Ronald Reagan** —sw-ocr-wire . . NFS
Roscoe Drummond Column —tw-700-man-ocr-wire —
Roscoe Drummond . . LAT
Say It Straight —w-600-mim-ocr-orp-Lc-mail-wire-
tts-tel —Victor Lasky . . NANA
Scripps-Howard News Service —6tw-var-mim-ocr-
orp-Lc-mail-wire-tt-tel-tape . . UFS
Single File —tw-600-man-ocr-wire —Susan Deitz . . LAT
Smoke From Jeannie's Lamp —w-750-mim-mail —J. Barney . . SAW
Space Age —1tw-600/800-ocr-orp-mail-wire-
Frank Macomber . . CNS
Sport of the Times —4tw-750-wire —Red Smith . . NYT-NS
Sports of the Times —4tw-750-wire —Dave Anderson . . NYT-NS
Stamp New From America —w-500-mim —Julius Weiss . . WEI
Strictly Personal —5tw-500-ocr-wire-mail —Sidney J. Harris . . FNS

What can your paper do about bad news?
Nothing.
But you can take

"Another Look"
by Robert Yoakum

. . . for a humorous view of computers, crabgrass, Congress, children, communism, capitalism, cats, censorship, cults, other countries.*

Now available in all three scannable fonts and on high-speed wire.

For samples, glowing testimonials . . .
(David Laventhol, editor, *Newsday:* "Yoakum's column makes the day brighter at *Newsday.*" Harold Evans, editor, *The Sunday Times,* London: "It is often said that humor will not travel across national frontiers, but Bob Yoakum's blend of perception and wit certainly appeals here.")
. . . or a free one-month trial, write or call collect:

Yoakum Features
Reservoir Road, Lakeville, Conn. 06039 • Tel. (203) 435-2549

*And crooks, conventions, CIA, Christmas, cloning, conglomerates, celebrities, cosmology . . .

Thank you, Editors . . .

For the popularity given to our new "Pick and Choose" editorial feature package.
—And if you haven't seen the assortment from which to "pick"—
—ask for details.

Community and Suburban Press Service
100 East Main St. • P.O. Box 639
Frankfort, Kentucky 40601

Sum and Substance —w-600/750-wire—
Rev. John B. Sheerin, C.S.P. ..... NCF
Test Yourself —w/d-500/750-orp-ill —Jane Sherrod ..... SBP
The Arts —w-700-mim —Robert Fulford ..... TSS
The Average American —w-700-ocr-wire —Lowell Smith ..... RTS
The Bottom Line —w-600/750-wire —Antoinette Bosco ..... NCF
The Christian Science Monitor News Service —5tw-var-igp-orp-ocr-wire ..... RTS
The Dividing Line —3tw-600-ocr-wire —Patrick J. Buchanan ..... CTN
The Dividing Line —tw-600-mim-ocr-wire —Patrick J. Buchanan ..... NYT
The Economist —w-7000-mim-ocr-orp-Lc-igp-wire-tt-mail-tape-tel-ill ..... UFS
The Fearless Spectator —w-600-ocr —Charles McCabe ..... CHR
The House Doctor —w-750-ill-ocr-orp —Herman Baum ..... RTS
The Law Brief —d/w-500-man —Martin J. Ross ..... LAW
The Law Clinic —d/w-500-man —Martin J. Ross ..... LAW
The Los Angeles Times/Washington Post News Service—d-var-tt-tel-wire ..... LTWP
The Moral Angle —tw-400-xerox —William Lester ..... LES
The Pepper Mill —w-800-mail —Matthew Conroy ..... NWR
The Week In Finance —1tw-900-wire —Tom Mulaney ..... NYT/NS
The Yardstick —w-600/800-wire —Msgr. George G. Higgins ..... NCF
These Days —tw-ocr-wire —John Chamberlain ..... KFS
Things —2tw-500/700-mim-igp —Miv Schaaf ..... SCH
Through The Looking Glass —w-1200-mim ..... NPS
To Be Equal —1tw-600/800-ocr-orp-mail-wire —Vernon Jordan Jr. ..... CNS
Today In New York —d-550-mim —Ray Wilson ..... NEW
Today's Teens —w-300-mim-Lester Rand ..... YOU
Tom Braden Report —tw-700-ocr-man-wire —Tom Braden ..... LAT
Tom Teepen Commentary —tw-400/800-ocr —Tom Teepen ..... ASI
Tom Tiede/National Correspondent —3tw-700-ocr-orp-tape-mail-wire-ill —Tom Tiede ..... NEA
Truth For Today: Let's Ask The Bible —5tw-w-400-mim —A. G. vanCampen ..... GLS
2 Minute Meditation —w-150-orp —A. Blake ..... SBP
Uri Geller Column —wknd-600-mim —Uri Geller ..... MCN
View From Parliament Hill —5tw-750-mim —George Bain ..... TSS
Virginia Payette —3tw-700-mim-ocr-orp-mail-Lc-tape-wire-tt-tel —Virginia Payette ..... UFS
Voice From The Woods —w-500-mim-mail —Walter Gormly ..... GRM
Wagner Column —sw-500-xerox-Philip Wagner ..... WAG
Walking Around With Sidney DuBroff —w-750-orp —Sidney DuBroff ..... GPL
Washington Calling —2tw-700-orp-mail-Lc-wire-tt-tape-tel-ocr-mim —Marquis Childs ..... UFS
Washington Insight —tw-700-wire-ocr-mail —Joseph Kraft ..... FNS
Washington Journal —1tw-600/800-ocr-orp-mail —Various Authors ..... CNS
Washington Journal —w-600-mim-ocr-orp-Lc-wire-tt-mail-tape-tel —Robert J. Wagman ..... NANA
***Washington Merry-G-Round** —dS-750-orp-ocr-mim Lc-mail-wire-tt-tel-tape —Jack Anerson ..... UFS
Washington Report —w-800-mim —Bogdan Kipling ..... TSS
Washington Welter —w-750-xerox —Jesse H. Merrell ..... MER
Watch Your Language —w-350-mim-mail —Lydel Sims ..... CF
Weekly New Packet —w-14,000-mim-igp-mail —Staff ..... PRA
Westell's Canadian Report —w-750-mim —Anthony Westell ..... TSS
What's News —m-var-orp-ill-mail —Wm. A. Leavell ..... ERS
What's Next!? —w-350-mail-xerox —R.G. ..... IPS
Why Grow Old? —tw-500-igp-orp-ocr-wire —Josephine Lowman ..... RTS

Wilkins Column —w-500-ocr-wire —Roy Wilkins ..... RTS
Will Rogers Says . . . —5tw-varies-orp-ocr-wire —Bryan Sterling ..... RTS
William Beecher —2tw-700-mim-ocr-orp-Lc-wire-tt-mail-tape-tel —William Beecher ..... NANA
William L. Ryan —w-600-mim-ocr-orp-Lc-wire-tt-mail-tape-tel —William L. Ryan ..... NANA
World In Focus, The —w-700/750-telex-mail —William R. Frye ..... FRY
Write On —1tw-550/700-ocr-orp-mail-wire —Virgil Pinkley ..... CNS
Young World —w-var-wire-mail —Tom Lennon ..... NCF
Your Immediate Future —w-3½" x 8"-ocr-orp —Ed Orloff ..... CRO
Your Life & Mine —d-w-m-300-xerox —Phyllis Mitchell ..... MIT
Zumwalt/Bagley Report —w-800-man-ocr-wire —Adms. E. R. Zumwalt Jr. & Worth H. Bagley ..... LAT

12—COMMENTARY-CARTOONS

Another View—6tw-2c4"-orp —John Stees ..... UFS
Art Poinier—6tw-3c7"-orp ..... UFS
Ben Wicks Cartoon—6tw-11x3¼"-orp —Ben Wicks ..... LAT
Berry's World—6tw-S-20½x5"-tps-qpt-hpt-orp —Jim Berry ..... NEA
Broadsides —11x2½"/9x2"-orp —Charles Barsotti ..... LAT
Commentary on Illinois Government & Politics —w-42x6"-orp —HEN
David Simpson—4tw-4c5"-orp —David Simpson ..... UFS
Did You Know That—WS-ps-orp-ill —F. Treadgold ..... SBP
Editorial Cartoon—w-27½x6"-orp-mail —Mike Gregory ..... SF
Gene Basset—5tw-4c4¼"/3c3¾"-orp —Gene Basset ..... UFS
Grondahls' Cartoons—3tw-41.6x4½"-orp —Calvin Grondahl ..... NEA
Guindon—6tw-21x4"-orp —Richard Guindon ..... LAT
Howard The Duck Daily —deXS-3c2⅛"-orp —Marv Wolfman/Alan Kupperburg ..... RTS
Howard The Duck Page —S-hps-tps-qps-hpt-orp —Marv Wolfman/Alan Kupperburg ..... RTS
Hulme's Cartoons —3tw-41.6x4½"-orp —Etta Hulme ..... NEA
John Dough —tw-spv-mat-orp —Susan Wyatt ..... MCF
Kudlaty's Cartoons —occ-31x6"-orp —Ed Kudlaty ..... NEA
Life With Robinson —d-3c-orp —Jerry Robinson ..... CWS
Marlette's Editorial Cartoon —tw-4c-orp —Doug Marlette ..... KFS
Mike Peters —utw-3c3½"/4c5"-orp —Mike Peters ..... UFS
Plympton —w-tpt-opt-mat —Bill Plympton ..... PLY
Scrawls —2tw-41.6x4½"-orp —S. C. Rawls ..... NEA
Short Story Cartoons —w-ps-orp-ill —B. Shrivaman ..... SBP
Sugar —d-cont-w-4c2⅛"-orp-mat —Robert Gill ..... NFS
The Family Circus Page —5-tps-hpt-qps-orp —Bill Keane ..... RTS
The Small Society —d/S-d3c/4c-; S-tps-hpt-orp —Morrie Brickman ..... KFS
Truth —us-ps-orp-ill —Paul Swan ..... SBP

13—CONSUMERISM

Around The House —w-250/500-man or mim —Jan Paul ..... PAU
Assignment: America —tw-ocr-wire —Phyllis Battele ..... KFS
Before You Buy —w-750-mim-ocr-orp-le-wire-tt-mail-tape-tel —Margaret Dana ..... UFS
Buyer's Billboard —w-var-wire —Michael J. Conlon ..... UPI
Careful Shopper —w-550-Igp-man-orp-mail —Ross Williams ..... NRS
Common Cents —w-800-ocr- —Kate MacQueen ..... CHR
Consumer —w/m/md-var-mim-wire-1gp-xerox-mail ..... FA
Consumer Aids —w-550-1gp-man-orp-mail —Virginia Mace ..... NRS
Consumer Contact —sw-600-ocr —Arthur E. Rowse ..... CNI
Consumer Corner —w-500-ocr —Various Authors ..... CAP
Consumer Guidelines —w-lc3½"-ill-orp —Staff ..... CSP

Consumer Humor —m-21c5¾"-orp ..... TVC
Consumer's Beware —1tw-mim —Lynne Gordon ..... SUN
Consumer's Question Box —w-750-mim-ocr-orp-lc-wire-tt-mail-tape-tel —Margaret Dana ..... UFS
Country Corner —w-13"-orp ..... TVC
Creative Consumer —w-400-xerox —Bob Powers ..... CCM
Daniel Schorr At Large —w-750-ocr-wire —Daniel Schorr ..... RTS
Dear Consumer —ltw-500-ocr-mail-wire —Virginia Knauer ..... CNS
Family Finance —2tw-600-mim-ocr-orp-Lc-wire-tt-mail-tape-tel —Betty Yarmon ..... WNS
For The Consumer —2tw-600-ocr-orp-lc-wire-tt-mail-tape-tel —Sidney Margolis ..... WNS
Get Your $ Worth —wknd-400-orp —Sally & Jim Adams ..... MCN
Good Buys: What, Where, Why —w-500-orp-mail —Louise Patterson ..... TWN
Help-Mate —w-1000-ocr —Merrill Rose ..... CNI
INFO: A World of $ense —m-30pt-orp ..... TVC
INFO: Feedback —m-25x25"-orp ..... TVC
In The Public Interest —w-750-ocr-wire —Ralph Nader ..... RTS
Investors' Guide —6tw-orp-ocr-wire —William A. Doyle ..... KFS
Issue & Debate —m-25x25"-orp ..... TVS
Listen Bess —2tw-600-ocr-wire —Bess Meyerson ..... CTN
Medical Frontiers —w-600-ocr —Leonore Feinstein ..... CHR
Mind Your Money —tw-ocr-wire —Peter Weaver ..... KFS
Money Matters —m-25x50"-orp ..... TVC
More For Your Money —w-30x5⅝"-orp-mail —Ben Tarris ..... BAL
Ms. Consumer —w-700-orp-mail —Georgia Jeffries ..... TWN
Other Hollywoods —w-650-ocr —Ferris Hartman ..... CHR
Our Environment —sw-750-ocr —Ed Flattau ..... ART
PriceWatch —ds-tps-orp —Staff ..... TSS
Save Time & Money —w-450-orp-mail —Ann Frances Dolon ..... SF
Senior on the Hill —m-var-xerox-mail —Bob Westgate ..... DPR
Shopping Aisle —m-25x50"-orp ..... TVC
Single Parent on the Hill —m-var-xerox-mail —Bob Westgate ..... DPR
Tech Talk —w-ocr-wire —Dick Cowan ..... KFS
The Christian Science Monitor News Service —5tw-var-igp-orp-ocr-wire ..... RTS
The Family Forum —m-25x25"-orp"-TVC
The Formula —w-400-ocr-wire —Dr. Ed Nigh & Stark Research Co. ..... UNP
The Los Angeles Times/Washington Post News Service —d-var-tt-tel-wire ..... LTWP
The Smart Life —w-500-orp-mail —David Chagall ..... TWN
The Sunday Times of London Service —w-igp-ocr-wire ..... KFS
Things Your Mother Never Taught You —w-600-ocr-ill-wire —Charlotte Slater/Jim Reitz ..... UNP
Understanding Insurance —A Consumer's Guide —w-500-orp-mail —Ray E. Cardin ..... TWN
Watch This Space —w-500-ocr-igp-wire —Carolyn Nolte-Watts ..... UNP
What's In Store —w-750-mim —Joan Watson ..... TSS
Who Was That Lady? —wknd-200-orp- ..... MCN
Wine Primer —w-600-orp —Mark Pugner ..... TAG
Winetaster's Choice —w-500-orp —Harold Bearak ..... WTC
Woman's News Service —d-var-mim-ocr-orp-lc-wire-tt-igp-mail-tape-tel ..... WNS
Woman's World —m-25x25"-orp ..... TVC

14—EDITORIAL ART; CARICATURES

Broad Sides —6tw-11x2½"-/9x2"-orp —Charles Barsotti ..... LAT

Fresh faces

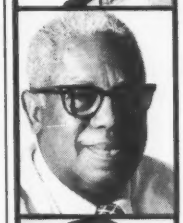
TONY BROWN
Host of the Emmy-nominated **Tony Brown's Journal,** seen in 53 major markets. Column of the same name. 2/wk.

SALVATORE DIDATO, Ph.D.
Behavior Behind the News. Award-winning analysis of current events. 1/wk.

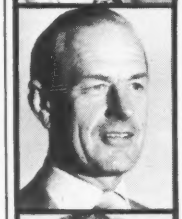
HAROLD FULLER
Spin Off. A knowledgeable jazz writer takes an analytical look at a truly American art form. The best jazz column available. 2/wk.

MARK KELLNER
The Stamp Scene, unique and very readable, has won high praise from readers throughout the U.S. and Canada. 1/wk.

IRWIN STAMBLER
Pop, Rock & Soul, from the author of "The Encyclopedia of Pop, Rock & Soul." Rave reviews from Rolling Stone magazine. 2/wk.



DICK EDWARDS
The People's Voice deals with the problems of cities and their people, positively written. 1/wk.



BRYAN LANGTON
A **Limey at Large** takes a friendly view of America with perceptive ability and ready wit. Illustrated. 1/wk.

MATTHEW CONROY
Respected political columnist whose **Pepper Mill** cuts cleanly and quickly. Conservative. 1/wk.

EDITH CARTER
Her column humorously reflects what women are thinking. Warm-hearted and appealing. 1/wk.

LARRY MOFFITT
For the People presents spell-binding slices of life gleaned from true experiences. 1/wk.

CARROLL ANN BROOKS
Book Look. Book reviews filled with insight and detail not found in most. 1/wk.

THE NEWS WORLD SYNDICATE
401 Fifth Avenue
New York, N.Y. 10016
Call: (212) 532-8300
Harold Fuller, Editor
Package rates available

CLASSIFICATIONS OF FEATURES

Caricatures —m-5x8"-orp-mail—Mark Stinson ..... HPR
C. P. Houston —5tw-3c6"/2c4"-orp —Clyde Peterson ..... RTS
Dick Wright Editorial Cartoons —3tw-3½Cx4½"-orp — Dick Wright ..... MCN
Driver Ed & Edna —d/w-1c2"/2c4"-orp-mail—The Dintinmans and Ross Bunch ..... TWN
Ed Fischer Editorial Cartoons —d-3cb"-orp —Ed Fischer ..... MCN
Faces —d-22x6"/12x3¼"-orp —Kerry Waghorn ..... CHR
Faces in The News —d-1½c2"-lc3½"/5½x2"-11x3½/7x2½"-14x4"-orp-mat-mail —Frank G. Murphy ..... DIS
Famous Caricatures —w-ps-orp-ill —T. Armstrong ..... OPS
Gamble Cartoons —5tw-6"-8"-orp —Ed Gamble ..... RTS
Graysmith —tw-43½x5½"-orp —Robert Graysmith ..... CHR
Icarus —3tw-spv-mat-ocr-lc —Leon Nomides ..... MCF
MacNelly —occ-lc-orp —Jeff MacNelly ..... CTN
Marlette's Editorial Cartoon —tw-4c-orp —Doug Marlette ..... KFS
Rockpile —3tw-2c-orp-ill —Stokes Walesby/Al Coniff ..... UFS
Sew Simple —w-500-ocr-orp-wire —Eunice Farmer ..... RTS
Taylor Jones Caricatures —5tw-30x9½"-orp—Taylor Jones ..... LAT
The Christian Science Monitor News Service —5tw-var-igp-orp-ocr-wire ..... RTS
TV Starscreen Puzzle —w-2c-orp-ill —Al Kingore/Martin Linehan ..... UFS
We Hold These Truths —3tw-2c-orp-ill — Ross Mackenzie/Jeff MacNelly ..... UFS

15—EDITORIAL CARTOONS

Aislin Political Cartoons —2tw-4cx6"-orp —Aislin ..... TSS
Another View —6tw-2c4"-orp —John Stees ..... UFS
Art Poinier —6tw-3c7"-orp —Art Poinier ..... UFS
Ben Wicks Cartoon —dS-orp-mat —Ben Wicks ..... SUN
Berry's World —6tw-S-20½x5"-tps-qpt-hpt-orp —Jim Berry ..... NEA
Bok Cartoons —4tw-var-orp —Chip Bok ..... ASI
Cartoons —w-5x6"/2'2x3"-orp —J. Alexander ..... ALX
Cartooncatures —w-2c/3c-orp-mat —Sarge O'Neill ..... SOU
Cartoons —5tw-3c/4cxp-mat —Douglas Borgstedt ..... CNS
Cartoons —occ-3c/4c-orp-mail —Leon Boro ..... CNS
Cartoons —5tw-3c/4c-orp-mail —Bob Englehart ..... CNS
Cartoons —5tw-3c/4c-orp-mail —Bernard Lansky ..... CNS
Caucus —S-4cb-orp-mat —Hugo ..... WWF
Celebrities Laugh —w-qpt-orp-ill —Misc. Cartoons ..... OPS
Celebrities Speak —w-qpt-orp-ill —Misc. Authors ..... OPS
Commentary on Illinois Government & Politics —w-42x6"-orp —HEN
Diggs —w-hpt-orp-mail —R. Diggs ..... RIP
Don Hesse Cartoon —5tw-32x6"-orp —Don Hesse ..... LAT
Don Wright Cartoons —4tw-7c4"-orp —Don Wright ..... NYT
Donato Daily —3tw-orp-mat —Andy Donato ..... SUN
Donato Weekly —1tw-orp-mat —Andy Donato ..... SUN
Draper Hill Editorial Cartoons —4tw-4c-orp—Draper Hill ..... KFS
Editorial Cartoon —w-2c4¼/3c4" —Kennison Keene ..... CSP
Editorial Cartoon —w-2c-20x4"/3c-30x6¼"-orp —Henry ..... SM
Editorial Cartoon —w-3c-30x3½"/4c-42x4½"-orp —Chuck Stiles ..... SM
Editorial Cartoon —w-4c5"-orp —Noah Bee ..... JTA
Editorial Cartoon —w-27½x6"-orp-mail —Mike Gregory ..... SUB
Editorial Cartoon —31x39"/2c28x28"-orp —Herc Ficklen ..... AVA
Editorial Cartoon —d/w-3c7"/4c6"-mail-orp —Eddie Germano ..... TWN
Editorial Cartoons —3tw-sph-orp—Doug Wright ..... MIL
Editorial Cartoon —tw-3c7"/4c6"-orp-mail —Albert Wetzel ..... TWN
Editorial Cartoons —w-3c5" 2x5"-orp —Jerry Alexander ..... ALX
Editorial Cartoons —3tw-sph-igp —Uluschak ..... MIL
Editorial Cartoons —tw-2/3coL-orp-mail —Dana Summers ..... WLS
Editor's Quote Book —w-1c1½"-orp —Staff ..... CSP
Elderman —eod-spv-orp-mat —Susan Wyatt & Roy Elderman ..... MCF
Feiffer —w-5c-orp —Jules Feiffer ..... FNS
Fischetti —5tw-3c/4c-orp —John Fischetti ..... FNS
Gene Basset —5tw-4c4¼"/3c3¼"-orp —Gene Basset ..... UFS
Global Humor —xerox-mail— ..... AWP
G.R.A.B. —w-22x5"-orp-ill-mail —David Dunning/Sally Wilson ..... DUN
Graphic Commentary —w-var-igp-mail —Francis Brennan ..... NIES
Grondahl's Cartoons —3tw-41.6x4½"-orp—Calvin Grondahl ..... NEA
Herblock —5tw-2c/3c-orp —Herbert L. Block ..... FNS
Hugh Haynie Cartoon —5tw-50x6"-orp —Hugh Haynie ..... LAT
Hulme's Cartoons —3tw-41.6x4½"-orp —Etta Hulme ..... NEA
Ib Ohlsson Art —w-var-igp-mail —Ib Ohlsson ..... NIES
Jorgy Cartoon —4tw-3c4¾"-orp —Bruce Jorgensen ..... IND
Kudlaty's Cartoon —occ-31x6"-orp —Ed Kudlaty ..... NEA
Life With Robinson —d-3c-orp —Jerry Robinson ..... CWS
Lou Grant Cartoon —5tw-32x7"-orp —Lou Grant ..... LAT
Lurie —6-8tw-3c/4c —Ranan Lurie ..... KFS
Mac Nelly —5tw-4c5"-orp —Jeff Mac Nelly ..... CTN
MacPherson Cartoons —3tw-4c6"-orp —Duncan MacPherson ..... TSS
Marlette's Editorial Cartoon —tw-4c-orp —Douglas Marlette ..... KFS
Mauldin —5tw-2c/3c-orp —Bill Mauldin ..... FNS
Mc Elhattan —w-orp —Mc Elhattan ..... AMW
Mike Peters —4tw-3c3½"/4c5"-orp—Mike Peters ..... UFS
National Cartoon —w-2c/3c-orp —David Boyd/Gus Wood ..... MOR
Pat Oliphant Cartoon —5tw-45x4"/33x3"-orp —Pat Oliphant ..... LAT
Paul Conrad Cartoon —5tw-33x6"/22x4"-orp —Paul Conrad ..... LAT
Paul Szep —tw-28x5"-orp —Paul Szep ..... UNP
R. Cobb —cont/tw-7"/7"-orp-mail —R. Cobb ..... SAW
Religious Drawings —w-24x4½"/33x6½"-orp-mail —Jack Hamm ..... REL
Roschkov Cartoons —3tw-4c6"-orp —Vic Roschkov ..... TSS
Rural Route —w-hpt-xerox —Walter Ball ..... MIL
Sanders —5tw-3c-orp —Bill Sanders ..... FNS
Schorr —4tw-4c5¾"-orp —Bill Schorr ..... CTN
Scrawls —2tw-41.6x4½"-orp —S. C. Rawls ..... NEA
Sovereign State of Affairs —w-4c-orp —Boyd/Wood ..... MOR
Stayskal —5tw-4c4½"-or- —Wayne Stayskal ..... CTN
The Christian Science Monitor News Service —5tw-var-igp-orp-ocr-wire ..... RTS
The Small Society —d-3c-4c. S-tps-hpt-orp — Morrie Brickman ..... KFS
Yardley Jones Cartoons —tw-42x6½"-mail-orp — Yardley Jones ..... CWF

ECOLOGY
(See "Environment" No. 17)

16—EDUCATION

A Problem Today —w-150-orp —Ida Nettleton ..... SBP
Ancient Proverbs and Modern Relevancies sm-100/150-mim —Charles Rehns ..... REH
Ask Andy —6tw-400-man-ocr-wire ..... LAT
Ask Aunt Madge —d-500-man —Mary Madge Saksena ..... ASK
Axioms, Aphorisms, and Epigrams —w-mail-orp —Lloyd Wheeler ..... TWN
Books On Education —bw-900-xerox—Richard Meisler ..... TLW
Botany Boy —w-hps-mail-orp —David B. Wood ..... TWN
Brainteasers —w-qpt-orp —Ali Hachel ..... OPS
Career Corner —w-400-mm-mail —Tom Williams ..... CF
Color The Drawing —dws-ps-orp-ill —W. Trog ..... OPS
Consumer Aids —w-550-igp-man-orp-mail—Virginia Mace ..... NRS
Current Events —w-750-mim-telex —Marvin Lipton ..... TSS
Death & Dying: Change & Challenge —¾pg-ocr-igp-wire-* —Robert Fulton ..... CBN
Education —wm-var-wire-telex-mail-phone — R. I. Queen/B. A. Queen ..... PWF
Education Today —w-vat-wire —Patricia McCormack ..... UPI
Exploring the Universe —w-600-ocr —Reis/Harrington/Fraknoi ..... CHR
Future Trends —w-500-orp-mail —E. Jaroslav Woycecho ..... TWN
Global Report —m-600/1,500-xerox-mail ..... AWP
Guide to World Leaders —m-12x8"-orp-mail —Mark Stinson ..... HPR
Hollywood Beat —w-800-2c10-xerox —Bill Lane ..... WOR
How Creative Are You? —w-500/Lc-mail —Whitt N. Schultz ..... KNF
How To Be a Successful Manager —W-500/Lc-mail — Whitt N. Schultz ..... KNF
How To Be A Winner —w-500/Lc-mail —Whitt N. Schultz ..... KNF
How To Be Successful —w-500/Lc-mail —Whitt N. Schultz ..... KNF
How To Build A Business —w-500/Lc-mail—Whitt N. Schultz ..... NKF
How-To Business Articles —w-500-lc-mail—Whitt N. Schultz**How To**
How To Communicate Skillfully —w-500/Lc-mail — Whitt N. Schultz ..... KNF
How To Develop Success Habits —w-500/Lc-mail—Whitt N. Schultz ..... KNF
How To Develop Your Potential —w-500/lc-mail— Whitt N. Schultz ..... KNF
How To Improve Your Letterwriting Skills —w-500/Lc-mail— Whitt N. Schultz ..... KNF
How To Motivate Yourself —W/⅜??/Lc-mail —Whitt N. Schultz ..... KNF
How To Manage Stress Successfully —w-500-lc-mail — Whitt N. Schultz ..... KNF
How To Save T-i-m-e! —w-500-Lc-mail —Whitt N. Schultz ..... KNF
How To Sell Successfully By Mail—w-500/Lc-mail—Whitt N. Schultz ..... KNF
How To Solve Your Problems —w-500/Lc-mail —Whitt N. Schultz ..... KNF
How To Think Creatively —w-500/Lc-mail —Whitt N. Schultz ..... KNF
Hurwitz on Education —2tw-500-mim-mail —Howard L. Hurwitz ..... CF
It Just So Happened —w-20x4¼"-orp —Kern Pederson ..... SM
Job Survival and Career Management —w-500-mim — David Dacey ..... DAC
Johnny Wonder —d/43x21"-orp; S-hps-tps-ot-hpt-orp— Dick Rogers ..... EF
Just Kids —w-400/600-orp-mail —Richard Hawk ..... TWN
Knight News Wire —7tw-var-wire ..... CTN
Lesson in English —w-100-orp —C. Gordon ..... SBP
Let's Make —w-21x4½/18½x4"-orp —Ben Corey ..... HAR
Look & Learn —w-150-orp —Anne Sanders ..... SBP
Lost Capitols —w-200-mail-orp —Ruth Gash Taylor ..... TWN
Max Rafferty Column —sw-500-man-ocr-Dr. Max Rafferty ..... LAT
Metric America —5tw-250-xerox-mail —Lee Hutton ..... CWF
Metric Facts —5tw-250-xerox-ill-mail —Lee Hutton ..... CWF
Naked —w-500-orp-mail —George Reed ..... TWN
Nine To Five Woman —w-750-xerox —Mary Margaret Carberry ..... PRI
Novel Oddities —d/w-2c4"-orp-mail —Ed Wilkins ..... TWN
Other Places Other Times —w-600-mail-orp —Thomas Riley ..... TWN
Parents' Corner —w-500-orp-mail —Dr. Jaime Quintanilla ..... TWN
PBS Images —w-19.6x10"-orp ..... TVC
PBS in the Spotlight —w-19.6x10"-orp ..... TVC
Ray Wilson On Broadway —w-750-mim —Ray Wilson ..... NEW
Read & Remember —w-150-orp —Darrell McClure ..... OPS
Real World —w-ocr-wire —George Nobbe ..... KFS
Ringaround Word Games —w-qpt-orp —Jack Fitch ..... OPS
Science for You —w-21x4½"-ill-orp —Bob Brown ..... LAT
Spot News Features —dwm-800/1,000-var-wire-telex-mail-phone —R. I. Queen/B. A. Queen ..... PWF
Taxation: Myths & Realities —w-¾ps-ocr-igp-wire —George Break ..... CBN
The Adventures of Energy Whizz —w-hpt-orp-mail — Miriam LaFleur ..... CWF
The Great Job Hunt —w-750/1,000-orp-mail— Sanford L. Fox ..... TWN
The Mini Page —w-4pt. S-ps-orp —Betty Debnam ..... UNP
The Los Angeles Times/Washington Post News Service — ol-var-tt-tel-wire ..... LTWP
The Moral Angle-tw-400-xerox—William Lester ..... **LES**
This Learning World —2tw-750-xerox —Richard Meisler ..... TLW
To Pick Up A Dull Conversation —w-250-mail-orp — Richard Bauman ..... TWN
Under Twenty —5tw-var-mim-igp-mail —Kurt Lassen ..... CF
Watch Your Language —w-350-mim-mail —Lydel Sims ..... CF
Who Started It? —w-250-mail-orp —Dorothy Liemark ..... TWN
Wine Scrapbook —w-700-xerox —Mary Lester ..... LES
Wisdom In The Street —sm-100/150-mim —Charles Rehms ..... REH
Words In The News —w-50/100-mail-orp —M. J. Saperstein ..... TWN
Would You Believe —w-200-mail-orp —Robert W. Pelton ..... TWN
You and the U.S.A. —w-500-orp-mail —Albert B. Gerber, J.D. ..... TWN
You, Your Child, and School —w/tw-500-mim —David Nydick ..... DAN

17—ENVIRONMENT ECOLOGY

Backyard Bonanza —w-400-mail-orp —Michelle Hickman ..... TWN
Common Cents —w-800-ocr —Kate MacQueen ..... CHR
Consumer Aids —w-550-igp-man-orp-mail — Virginia Mace ..... NRS
Country View —w-600-mail-orp —Wendell Curtiss ..... TWN
Energy-Environment Digest —w-600-mim-opcr-orp-Lc-wire-tt-mail-tape-tel —Robert J. Wagman & Sheldon Engelmayer ..... NANA
Enery Report-Southwest —m-750-xerox —Jolly Schram ..... ENR
Energy Update —m-25x25"-orp ..... TVC
Environment —occ-500-ocr —H. P. James ..... NWS
Global Report —m-600/1,500-xerox-mail ..... AWP
Humoresque —w-100-mail-xerox —Don Alexander ..... ARU
Knight News Wire —7tw-var-wire ..... CTN
Know The Weather —w-10x5"-orp —Staff ..... EDC
National Geographic News Features —sw-500/600-mim-ill — Various Authors ..... NGS
Old Farmer's Almanac —w-750-mim-ocr-orp-Lc-wire-tt-mail-tape-tel ..... UFS
Our Environment —sw-750-ocr —Ed Faltteau ..... ART

HERE ARE THE BEST

FILLERS

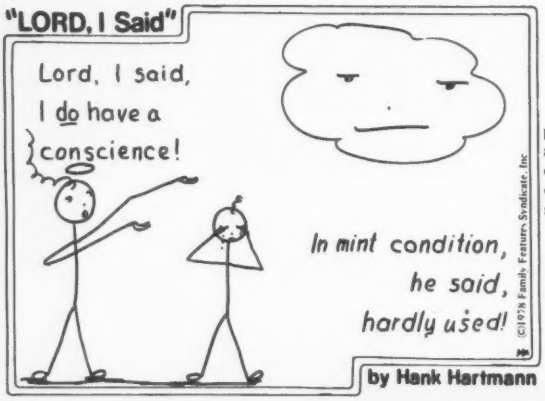
...that's what our customers say

We are flattered by clients who tell us that Robbins Filler Service contains the type of copy most useful to them. It is varied, it is alive and forceful, it has long life for possible delayed use after conversion to type. Some of our newspapers make regular or periodic features from this carefully prepared monthly material. Want to give it a trial? Be our guest. Test our product in your publication without charge. Write us (on your letterhead) for a sample copy—yours to use with our compliments.

This Is Our 22nd Year

We are currently serving more than 100 publications with a combined circulation of 5,000,000. Among them are a number of metropolitan dailies, medium-size dailies, and dailies in the 50,000 to 100,000 class. We also serve many smaller dailies (and weeklies, too) because our rate schedule is based on circulation.

Robbins & Associates
P.O. Box 780, Seattle, WA 98111



GET THIS NEW WINNER!

Unique "sermonette" panel proves a hit. Especially for young and young marrieds. Six days or one day per week. Six months old and 20 states! Call for order, samples or prices.

FAMILY FEATURES SYNDICATE, INC.
Phone 913-649-9250
P. O. Box 8398
Shawnee Mission, Ks. 66208

Pot Luck —w-100-mail-xerox —Don Alexander ..... ARU
Psychoecology —5tw-750-mim-mail —Martin ..... SAW
Rolling Stone —tw-igp-ocr-wire —Rolling Stone Staff ..... KFS
The Los Angeles Times/Washington Post News Service —d-var-tt-tel-wire ..... LTWP
The Mother Earth News —tw-700-orp-ocr-wire — John Shuttleworth ..... RTS
The Skies Today —d-40-mim-mail —Bailey R. Frank ..... SKI

FARMING
(See Gardening—Classification No. 22)

18—FASHIONS

***A New You** —tw-ill-orp-ocr-wire —Emily Wilkens ..... KFS
Australian Home Journal —m-ps-orp-ill ..... OPS
Australian Women's Weekly —m-ps-orp-ill ..... OPS
Beauty Tips from Hollywood —w-500-orp —various show business personalities ..... SBP
Behind The Seams —w-450-orp-mail —Peggy Bendel ..... SF
Careful Shopper —w-550-igp-man-orp-mail — Ross Williams ..... RTS
Cleo Magazine from Australia —m-ps-orp-ill ..... OPS
Clotheslines —w-750-man-ocr-ill-wire — Marylou Luther ..... LAT
Dress For Success —w-700-ocr-xerox —John T. Molloy ..... NYT
Fads & Fashions —w-650-xerox —April Anastasi ..... ASC
Fashion —w/m/ind-var-mim-orp-igp-wire-xerox-mail ..... FA
Fashions —w-igp-var —Dina Dellale ..... EPS
***Fashion Face and Figure** —w-var-mim-ocr-orp-Lc-wire-tt-tel-tape —Florence de Santis ..... UFS
Fashion 'n Figure —w-5x7"-Lc-mail —Paige Palmer ..... FAS
Fashion Sense —w-500-man-igp —Lila Nadell ..... FS
In Fashion —w-10x3"-orp —Staff ..... EDC
Inside Fashion —4tw-900-mim-igp-mail — Eugenia Sheppard ..... FNS
Knight News Wire —7tw-var-wire ..... CTN
Lifestyles —3tw-750-mail-tape-orp-Lc-wire-tt-tel-mim-ocr-ill —Marian Christy ..... UFS
Lifestyles-Fashion/Beauty/Interviews —2tw-600-ocr-orp-tape-mail-wire-ill —Elke Grossman ..... NEA
Men's Fashions —m-600-ocr-orp-tape-mail-wire-ill —Charles Hix ..... NEA
Now! —tw-1c7"-75-orp-ocr —Gene Loyd ..... RTS
Sew Biz (c) —w-600/700-mim-ill —Julia C. McCombs ..... COE
Sew What's New —w-500-ocr-ill —Sandra Kelly ..... UNP
Sewing Sense —w-500-mim-ill-mail —Eleanor Lee ..... CF
She —tw-300/500-mim-igp-mail —Eleanor Lambert ..... FNS
Spadea Hair —w-var-orp-ill —Paul Hamlin ..... SPS
Styles For Men —w-var-orp-ill —Paul Hamlin ..... SPS
The Christian Science Monitor News Service —a5tw-var-iqp-orp-ocr-wire ..... RTS
The Los Angeles Times/Washington Post News Service — d-var-tt-tel-wire ..... LTWP
The Stage of Fashion —600-mail-orp —Princess Kay ..... TWN
The Sunday Times of London Service — w-igp-ocr-wire ..... KFS
Tobe Says —4tw-60/120-ocr-wire-mail —Tobe ..... FNS
What Next —w-var-orp-ill —Paul Hamlin ..... SPS
Your Fashion Image —w-2cob6"-mim —Charlotte Wilkinson ..... YFI

FINANCIAL
(See "Business"—Classification No. 7)

19—FICTION

Best Sellers (Fiction & Non-Fiction) —w-hps-pt-orp/book form — Various Authors ..... SBP
Books-into-Serials —cont-man —Various Authors ..... CHA
Christmas Stories —w-250/2,000-orp —Various Authors ..... SBP
Daily Short Story —d-ps-orp-ill —misc. authors ..... OPS
Famous Short Stories —w-250/2,000-orp —Various Authors ..... SBP
For The People —w-800-mail —Larry Moffitt ..... NWR
Love Story —6ty-600-mail-orp —Faye Engler ..... TWN
Reader Specials —m-ill-ocr-wire —various authors ..... KFS
The Christian Science Monitor News Service —5tw-var-igp-orp-ocr-wire ..... RTS
The Weekly Short Story —w-1,000-orp —Sidney Du Broff ..... GPL
Zane Grey's Best —w-ps-orp —Short Stories & Books ..... OPS

20—FILLERS

According To Guiness (Text) —d-40-ocr-wire — Norris & Ross McWhirter ..... UNP
American View Point —w-1c3"-ill-orp-mat —Staff ..... CSP
Army Funnies —w-var-man —Buddy Basch ..... BAS
Ask Aunt Madge —d-500-man —Mary Madge Saksena ..... ASK
Barbs —dexS-400-orp-wire-ill —Phil Pastoret ..... NEA
Beauty Bits —ds-500-2c6-xerox —Kay Amidon ..... WOR
Book Digest —w-ps-orp-ill —Misc. Authors ..... OPS
Briefs —w-10x9½"-orp —Staff ..... EDC
Bureaucratic Bumbling —w-mail-orp —Stu Pidrty ..... TWN
Celebritee-Hees —w-var-man —Buddy Basch ..... BAS
Column Closers —dexS-400-wire-orp-ill —Staff ..... NEA
Continental Diary —w-700-mim-ocr-orp-Lc-mail-tape-wire-tt-tel —Noel Anthony ..... NANA
Crazy Capers —dexS-10½x2½"-crp-mail —Various ..... CF
Distillates Of Random Thoughts —sm-100/200-mim — Charles Rehns ..... REH
Filler —w-mail-orp —Mary Walks ..... TWN
Fillers —d/w-100-mail-orp —Violet B. Rourke ..... TWN
Fillers (Real Estate) —w-100/300-man-mail —Howard Shonting ..... RER
Glassified Directory —m-var-mim —Selma Glaser ..... GLA
Grass Roots Clippings —w-75-mim-xerox — Kerwin Hoover ..... HTF
Help Police! —w-var-man —Buddy Basch ..... BAS
Historical Fillers —1tw-600-orp-mail ..... CNS
Infernal Revenue —w-mail-orp —I. R. Ess ..... TWN
Ladies First —w-500-mim-ocr-orp-lc-wire-tt-mail-tape-tel —Trixie Belmont ..... WNS
Laughable Laws —w-1c2"/2c4"-mail-orp —Lee Gall ..... TWN
Let's Make —w-21x4½/18½"-orp —Ben Corey ..... HAR
Liberation Legislation —w-mail-orp —Libby Ration ..... TWN
National Geographic News Features —sw-500/600-mim-ill — Various Authors ..... NGS
News Notes —w-22½x7"-orp —Staff ..... EDC
Nit-Wit —ds-var-mail —Robert Thornton ..... THF
Notes From Abroad —w-650-ocr —Ferris Hartman ..... CHR
Now You Know —dexS-var-wire —Staff ..... UPI
Old Farmer's Almanac —w-750-mim-ocr-Lc-wire-tt-mail-tape-tel ..... UFS
Old Is Beautiful —w-10x2"-orp-mail —Bill Piper ..... BAL
1001 Stolen Jokes, Fillers, Gagfile —cont-to-order-xerox — Sanford C. Payne, Jr. ..... PAY
Orben's Comedy Filler —m-48½x11"-mail —Robert Orben ..... COC
Otto Sez —dS-1c1"-mm —Frank Nickens ..... HPS
Quote/Unquote —w-500-orp-ill-tape-ocr-mail-wire — Various Authors ..... NEA
Read & Remember —w-150-orp —Darrell McClure ..... OPS
Real Names/Reel Names —w-var-man —Budd Basch ..... BAS
Robbins Filler Service —m-4,500-mim —Staff ..... ROB
Robert's Rules —ds-var-mail —Robert Thornton ..... THF
Senator Soaper —d-300-mim-ocr-orp-Lc-tape-mail-tt-tel — Sandy Teller ..... NANA
Short Takes —w-200-orp-mail —Staff ..... SF
Shorts —dexS-400-orp-wire —Staff ..... NEA
Shorts & Fillers —w-ps-orp —Staff ..... APN
Snappy Filler Service —w-ps/5c-Lc-orp-mail —Staff ..... SFS
That's Life —w-var-man —Buddy Basch ..... BAS
The Jogger Sez —w-10x3¼"-orp-mail —Bill Piper ..... BAL
This Day In History —7tw-ocr-wire —Ralph Hollenbeck ..... KFS
Thoughts —dexS/400-orp-tape-ocr-mail-wire —Various ..... NEA
Timeless Fillers —1tw-600-orp-mail ..... CNS
Timeless Tidbits —w-150-orp ..... AMW
Today's Chuckle —8tw-man-ocr-25-wire —Tom & Beulah Collins ..... LAT
Trivia —6tw-80-mim-mail —Chris Riley ..... CF
Trivia —w-lc/4"-orp —Staff ..... CSP
Washington Notes —w-22½x7⅛"-orp —Staff ..... EDC
Weekend Chuckle —w-25-man-ocr —Tom & Beulah Collins ..... LAT
Women's World —d-150-min-ocr-orp-Lc-mail-tts-tel-tape — Iris Hartman ..... WNS
World Almanac Question and Answer —5tw-400-orp-wire-ill — World Almanac Staff ..... NEA

21—FOOD

Along The Food Trail —fn-600-orp-mim —The Bascomes ..... BA
Along The Wine Trail —fn-600-orp-mim —The Bascomes ..... BA
Around The House —w-mim-250/500 —Jan Paul ..... PAU
Beard on Food —w-800-mim-wire —James Beard ..... WSS
Bob Dana on Wine —w-500-mim —Bob Dana ..... NEW
Celebrity Cookbook —w-1200-man-ocr-igp-wire — Johna Blinn ..... LAT
Celebrity Cookbook —w-600-mail-orp —Marsha Ryan ..... TWN
Celebrity Dining —w-600-mail-orp —Marsha Ryan ..... TWN
Chef Marcia —w-600-mim-ocr-orp-Lc-wire-tt-igp-mail-tape-tel —Marcia Burg ..... WNS
Christian Science Monitor News Service — 5tw-varies-igp-orp-ocr wire ..... RTS
Clip 'n' Cook —3tw-3c3"-orp-mail ..... CNS
Collectors' Items —w-200-orp —Carolyn Anderson ..... AMW
Cookbook Review —w-600-orp —Parris Green ..... TAG
Cook It Your Way —w-600-ocr-wire —Editors of Farm Journal ..... UNP
Cookin' Good —wknd-300-orp ..... MCN
Cookin' With Moxie —2-500-mail-orp —D. B. Shaw ..... TWN
Cooking —w-300-mim —Norma Barash ..... JTA
Cooking —w-var-wire —Jeanne Lesem ..... UPI
Cooking Corner —1tw-600-igp-orp-mail —Various ..... CNS
Dining With Robi —w-750-mim —Alberta Robi ..... NEW
Eat and Grow Younger —24 part series-2c15"-orp-ill — Lelord Kordel ..... SPE
Eat, Drink & Be Merry —w-600-mim-ocr-orp-Lc-mail-wire-tts-tel-tape —Robert J. Misch ..... WNS
Eat Right & Live Longer —12 part series-3c10"-orp-ill — Lelord Kordel ..... SPE
Eat Up and Slim Down —14 part series-3c10"-orp-ill — Lelord Kordel ..... SPE
Eat Your Troubles Away —15 part series-2c15"-orp-ill — Lelord Kordel ..... SPE
Eating Right —w-750-mim —Ruth Fremes & Zak Sabry ..... TSS
Editorial Material & Pictures For Womens Pages ..... UOP
Eppie The Hostess's Helper —w-150-mail-orp —Helen Naismith ..... TWN
Family Features —sca-ps-orp-orp-mail —Various Authors ..... FAM
Famous Recipes —w-250/750-orp-igp-color —J. Sherrod ..... SBP
Food —tw-700-wire —Craig Claiborne ..... NYT-NS
Food —w-igp-var —Peggy Read ..... EPS
Food And Agriculture Affairs —w-1000-ocr —Lauren Soth ..... RTS
Food & Fitness —w-700-man-ocr-wire —Dr. Lawrence Power ..... LAT
Food and Wine —m-var-man-mail —Stephen Ross ..... IMN
Food Column —w-500-ocr —Orah L. Devaney ..... CAP
Food Facts —w-var-ill-orp —Staff LVI
Food Facts —m-25x50"-orp ..... TVC
Food for Americans —3tw-400-orp-ill-tape-ocr-mail-wire — Aileen Claire ..... NEA
Food For Thought —2tw-700-ocr-wire — Dr. Jean Mayer & Dr. Johanna Dwyer ..... CTN
From Therese's Kitchen; Ask Therese — 5tw-qps-orp-xerox —Therese Candler ..... GLS
Frying Pan Follies —w-600-ocr —Carl Larsen ..... ASI
Fun In The Kitchen —w/tw-2c6"-man-orp-mail — Michelle Christian ..... TWN
Getting Into Wine —w-500/700-orp-mail —Robert E. Nichols ..... TWN
Good Food —w-500-mim-ocr-orp-Lc-wire-tt-mail-tape-tel — Leslie Land ..... WNS
Gourmet/Garden —w-600-ocr-ill —Lois/Russell Jalbert ..... ART
Gourmet's Notebook —m-500-xerox-mail —Rebecca Caruba ..... INP
Gourmet On A Budget —w-500-xerox —Sandal & Pritch English ..... ENG
***Hints From Heloise** —ds-d-orp-ocr-s-tps-hpt-color-orp-wire — Heloise ..... KFS
Homebody Gourmet —1,500-igp-man-lc-mat-ocr —Mid Paulus ..... MCF
HomeGrown —w-600-man-ocr-ill —Terri Gabriell ..... LAT
In Good Spirits —w-600-mail-orp —Ariel Winters ..... TWN
Kitchen Sampler —w-500/600-mim —Jane Mengenhauser ..... KSS
Knight News Wire —7tw-var-wire ..... CTN
Let's Ask The Cook —3tw-500-ocr-wire —Carol McGarvey ..... RTS
Living Off The Land —w-500-mim-mail —Marian Van Atta ..... GER
***Living Today** —6tw-orp-ill —Joan O'Sullivan ..... KFS
Maddox Column —w-400-orp-tape-ocr-mail-wire-ill — Gaynor Maddox ..... NEA
Mediterranean Kitchen —w-400/500-orp-mail — Dick Coder and Heim Shapiro ..... TWN
National Geographic News Features —sw-500-600-mim-ill —Various Authors ..... NGS
Natural Foods —w-500-man-ocr-wire —Susan Dart ..... LAT
Nature's Kitchen —w-1000-mim-ocr-orp-lc-igp-wire-tt-mail-tape-tel-ill —Mary S. Durkin ..... UFS
Nutrition Cookbook —w-orc-ocr-wire —Philomena Corradeno ..... KFS
Of Cabbages & Kings —w-600-mail-orp —John Lee ..... TWN

? ? ? ?

Is your publication overlooking America's **fastest** growing wine column?

WINE

Winelovers are **THIRSTY** for this type of column . . .

During the past three years, Harold Bearak's byline has appeared in substantial publications: **THE NEW YORK POST** and **CUE MAGAZINE,** as well as in **47** "neighborhood" newspapers and periodicals across the nation.

WINE

Of course, the truest test is in the taste.

Send for **FREE** samples,

THEN DECIDE ! ! !

WINE

Write:

Harold Bearak
WINETASTER'S CHOICE
108-11 QUEENS BOULEVARD
FOREST HILLS, NEW YORK 11375

or call collect (business hours):

212-268-9104

CLASSIFICATIONS OF FEATURES

One Great Dish w-1,000-ill-ocr-wire
Roy Andries de Groot ... CTN
On Wines w-12x4"-orp Bill Sonstein ... SON
Oriental Cookery—The Painless Way w-500-orp-mail
J. Vincent Smith ... TWN
Recipe w-10x6½"-orp Sarah Sheridan ... EDC
Shopping Aisle m-25x50"-orp ... TVC
Slim Gourmet 3tw-500-mim-orp-lc-mail-wire-ocr-tape-tt-tel Barbara Gibbons ... UFS
Special Diets w-600-man-mail June Roth ... ROJ
Tasty Tales sm-200/250-mim Charles Rehns ... REH
The Butcher w-800-ocr-ill Merle Ellis ... CHR
The Culinary Corner sw-var-mail Joyce Pollack ... CUL
The Grape Press w-30x4"-orp-mail Edgar Soussé ... BAL
The Happy Gastronome w-600-mail-orp Sally Tager ... TWN
The Los Angeles Times/Washington Post News Service
d-var-tt-tel-wire ... LTWP
The Mini-Gourmet w-450-orp-mail Sheila Sandy ... SUB
The Wine Rack wknd-300-orp Bianca St. John ... MCN
Thinking Slim w-500-orp-mail Jean Nidetch ... SF
Thought for Food w-1c6½"-ill-orp Gould Crook ... CSP
Tips On Tables w-750-mim Bob Dana ... NEW
What's Cooking w-600-mail-orp Margorie Forte ... TWN
Wine w-700-ocr Bob Hosmon/John Knoblock ... MIA
Wine Connoisseur w-700-man-ocr Robert Lawrence Balzer ... LAT
Wine Drinker 1tw-500-orp-mail-wire Tom Gable ... CNS
Wine Primer w-600-orp Mark Pugner ... TAG
Wine Scrapbook w-700-xerox Mary Lester ... LES
Winetaster's Choice w-500-orp Harold Bearak ... WTC
World Spotlight w-800-mail-xerox Don Kampel ... ARU

22—GARDENING; FARMING

Advice to the Leaflorn wS-500-orp-mim-xerox-mail-tgp
Claire Garrett ... HOF
Agriculture Roundup w-500-ocr-Various Authors ... CAP
Around the Garden w-600-xerox Joan Lee Faust ... NYT
Around The House w-250/500-mim Jan Paul ... PAU
Backyard Bonanza w-400-mail-orp Michelle Hickman ... TWN
Backyard Bounty w-450-xerox-mail Jan Riggenbach ... JAN
Backyard Gardener 1tw-500/600-orp-mail-wire Patrick Denton ... CNS
Country View w-600-mail-orp Wendell Curtiss ... TWN
Down To Earth Gardening Features w-600-mim
Walter Masson ... DTE
Food And Agriculture Affairs w-1,000-ocr Lauren Soth ... RTS
Fun and Fact d-w-1c2"/2c4"-mail-orp David B. Wood ... TWN
Gardening Series sea-var-orp-ill-tape-ocr-mail-wire
Allen A. Swenson ... NEA
Good Earth Almanac S-hps-tps-qps-pt-5c-bw-orp
Monte Burch ... UNP
Gourmet/Garden w-600-ocr-ill Lois/Russell Jalbert ... ART
Green Talk w-750-xerox-tgp-mail Jud Arnold ... CWF
Happy Gardener wknd-300-orp ... MCN
Homegrown w-600-man-ocr-ill Terri Gabriell ... LAT
Household Repair Dictionary w/s-750-orp-tgp-w/s-750-orp-tgp
Kurt Singer ... SBP
Indoor Gardening occ-250-ocr-orp-tape-mail-wire-ill
Janet Tara ... NEA
Indoor Gardening w-2c/500-ocr-tgp-wire-mail Jane Adler ... FNS
Indoor Gardening w-500-mim-ill Gay Nightingale ... ITP
Inside Plants w-750-man-ocr-wire-ill Jack Kramer ... LAT
It's Your Landscape w-2c/600-wire-ocr-tgp-mail
George E. Creed ... FNS
Jolly Green Thumb w-450-orp-mail Mary Furey Crymes ... SF
Living Off The Land w-500-mim-mail Marian VanAtta ... GER
Miracle Gardening w-500-orp-tgp color J. Finletter ... SBP
Mr. Crabtree w-3c5"-orp ... ITP
Mr. Digwell 2tw-3c2"-orp ... ITP
Old Farmer's Almanac w-750-mim-ocr-orp-lc-wire-tt-mail-tape-tel ... UFS
On Gardening w-600-mim John Bradshaw ... SUN
On The Farm Front tw-var-wire Sonja Hillgren ... UPI
Plant Talk w-20x5½"-acr-orp-mail Teresa Brent ... BAL
Plants In The Home w-ocr-ill-wire Elvin McDonald ... KFS
Rolling Stone tw-tgp-ocr-wire Rolling Stone Staff ... KFS
The Christian Science Monitor News Service 5tw-var-tgp-orp-ocr-wire ... RTS
The Green Thumb w-600-Lc George Abraham ... TGT
The Green Thumb Question Box w-300/600-lc
George Abraham ... TGT
The House Doctor w-750-wire-ill-ocr-orp Herman Baum ... RTS
The Mother Earth News tw-700-orp-ocr-wire
John Shuttleworth ... RTS
The Part Time Gardener w-var-tgp-man James B. Nelson ... FNI
Yard Yarns w-30x5⅝"-acr-orp-mail George Brown ... BAL
Your Green Thumb w-500/mail-orp Dennis Cleary ... TWN

23—GOSSIP

Amory's People tw-550-man-ocr-wire Cleveland Amory ... LAT
Anita Summer's New York w-500-mim-mail Anita Summer ... SUM
Arts & People w/m/ind-var-mim-orp-tgp-wire-xerox-mail ... FA
Cassini Carousel w-850-mim-mail Igor Cassini/Diane Judge ... CF
Celebrities on the Couch 1tw-600-tgp-orp/mail-wire
Dick Maurice ... CNS
Coast To Coast 1tw-500-tgp-orp/mail-wire Dick Maurice ... CNS
Continental Diary w-700-mim-ocr-orp-lc-wire-tape-tt-mail-tel
Noel Anthony ... NANA
Ear On Washington 3tw-600-ocr-wire Diana McClellan ... CTN
Glad You Asked That tw-750-ocr-tgp-wire-mail
Marilyn & Hy Gardner ... FNS
Gossiping With Jill Jackson wknd-500-orp Jill Jackson ... MCN
Have You Heard This w-20x5⅝"-acr-orp-mail Lori Lang ... BAL
Hollywood Hotline 2tw-2 col/600-tgp-orp/mail-wire
Nancy Anderson ... CNS
Hollywood Hotline d-500-mim-ocr-orp-lc-wire-tt-mail-tape-tel
Trixie Belmont ... WNS
Lifestyles 3tw-750-mim-ocr-ord-lc-wire-tt-tgp-mail-tape-tel
Marian Christy ... UFS
Liz Smith Column 5tw-750-ocr-orp-wire Liz Smith ... CTN
Marilyn Beck's Hollywood 8tw-600-mim-ocr-orp-lc-wire-tt-mail-tape-tel-ill Marilyn Beck ... UFS
Mirrors Of Washington w-700-mim-ocr-lc-wire-tt-mail-tape-tel Isabelle Shelton ... NANA
Notes From Abroad w-650-ocr Ferris Hartman ... CHR
Other Hollywoods w-650-ocr Ferris Hartman ... CHR
Press Passing w-600-man-mail Jim James ... JDL
Rock Tracks wknd-200-orp ... MCN
Roderick Mann Column tw-800-man-ocr-wire Roderick Mann ... LAT
Suzy Says 5tw-750-orp-wire Aileen Mehle ... CTN
"The Gossip Column tw-tgp-ocr-wire Robin Adams Sloan ... KFS
The Los Angeles Times/Washington Post News Service
d-var-tt-tel-wire ... LTWP
Trudy Engelin Washington, D.C. bw-var-mim-orp
Gertrude Engle ... LNI
TV Dial-ogue w-700-orp-ill Pepper O'Brien ... UFS
TV Mailbag w-var-orp ... TVC
TV People w-600-orp-ill ... UFS
TV Tattle w-700-orp-ill Joan Geoghegan ... UFS
What Ever Happened To . . . w-var-man Buddy Basch ... BAS

24—HEALTH

"A New You tw-ill-ocr-orp-wire Emily Wilkins ... KFS
A Problem Today w-150-orp Ida Nettleton ... SBP
Aid For The Handicapped sm-200/250-mim Charles Rehns ... REH
Around The House w-250/500-man-mim Jan Paul ... PAV
Ask Dr. Landau tw-400-man-ocr Dr. Miriam Landau ... LAT
Ask The Doctor 1tw-350/600-orp/mail-wire Dr. William Goldwag ... CNS
Behind The Seen w-500-mail-orp Virgil W. Dorweiler ... TWN
Book Digest w-ps-orp-ill Misc. Authors ... OPS
Break the Smoking Habit cont-man Ovide/Cynthia Pomerleau ... MAN
Choices 3tw-600-ocr-orp-mail-tape-wire Karen Blaker, Ph.D. ... NEA
Consumer Aids w-550-man-orp-tgp-mail Virginia Mace ... NRS
Diet & Health Forum w-600-man-mail Dr. Albert Robbins ... JDL
Dieter's Corner d-12x3"-orp Douglas C. Pollard ... HIB
Dieting Can Be Fun w-600-mail-orp
Paul Gerber, M.D./A. B. Gerber, J.D. ... TWN
Dr. Jock w-800-ocr-wire Dr. David Bachman ... CTN
Dorothy's Diet Lines w-30x5½"-ocr-orp/mail Dorothy Jones ... BAL
Drugs Your Doctor Prescribes w-800-man-ocr Rex Medica ... LAT
Eat And Grow Younger 24-part series-2c15"-orp-ill
Lelord Kordel ... SPE
Eat Right & Longer 12-part series-3c10"-orp-ill
Lelord Kordel ... SPE
Eat Your Troubles Away 15-part series-2c15"-orp-ill
Lelord Kordel ... SPE
Eat Yourself Slim 1tw-500-orp-mail-wire Shirley Bright Boody ... CNS
Eye On Medicine w-600-mail-orp Lee Butcher ... TWN
Family Physician w-450-orp-mail James G. Price, M.D. ... SF
Fashion 'n Figure w-5x7"-lc-mail Paige Palmer ... FAS
Feel Young Again 24-part series-3c10"-orp-ill Lelord Kordel ... SPE
Feelin' Great sw-750-ocr Bob Kleinmann ... ASI
Food and Fitness w-700-man-ocr-wire Dr. Lawrence Power ... LAT
Food and Your Health sw-750-mail-ocr-wire
Frederick Stare, M.D./Dr. Beth Whalen ... FNS
Food For Thought 2tw-700-ocr-wire
Dr. Jean Mayer & Dr. Johanna Dwyer ... CTN

THE Hollywood REPORTER SYNDICATE

We'll take you behind the scenes.

The best features from the entertainment industry's oldest, most respected daily trade paper. Hank Grant, Arthur Knight, Radie Harris and other circulation-building columnists take your readers to the heart of Hollywood, Broadway and show business capitals around the world. Plus reviews, fillers and photos. A new packet every week.

THE FIRST ONE'S ON US!

Call or write today for your complimenatry packet.

THE HOLLYWOOD REPORTER SYNDICATE

6715 Sunset Blvd. Dept. EP Hollywood, CA 90028 (213) 464-7411

Thank you, Editors!

Over 30 years of garden writing is quite a record. THE GREEN THUMB owes its success to editors who spread the word to other editors.

- **We still aim to give your readers personalized service.**
- **Every question gets answered and the best are woven into the columns.**
- **Each newspaper gets a column tailored for its own area.**
- **It's a family enterprise that cares about people who grow things—whether they garden on several acres or fuss with a single houseplant.**

We appreciate your letting THE GREEN THUMB be your helping hand.

George "Doc" and Katy Abraham

THE GREEN THUMB

Naples, N.Y. 14512 • 716-374-5400

SPECIAL DIETS

by June Roth

★ Prize-winning COOKBOOK AUTHOR now teaches your readers how to cope with hypertension, diabetes, ulcers, gout, hyperactivity, food allergies, colitis, obesity, and much more.

★ 600 word, medical info plus recipes 1Tweekly. Reader reply service.

June Roth Features

1057 Oakland Court, Teaneck, NJ 07666

(201) 836-2218

The sensational, 18-part feature that can bring new happiness to your readers

HOW TO MAKE PEOPLE LIKE YOU!

EAT YOUR WAY TO A POWERFUL NEW PERSONALITY

Here is one of the most successful features it has been our privilege to handle. Tested in a few selected areas . . . reader response has been nothing short of phenomenal!

It is seldom that a feature with such tremendous reader-interest . . . such overwhelming circulation possibilities . . . as "How to Make People Like You" comes your way.

It is a feature your readers will gobble-up and thank you for running. (The cost is surprisingly modest for such excellent material — no strain on the editorial budget!)

May we send the full set for your reading and consideration? No obligation, of course.

Is your personality all that you want it to be? Is your home life happy and serene, or is it marred by tension and friction? Do you have the pep and enthusiasm you would like to have? Do people enjoy your companionship—for that matter, do you enjoy people? In this new series of 18 articles, Lelord Kordel shows how sensible and healthful living habits can completely change your life, brighten your personality, and help you make the most of all your potentialities.

write: L. E. Crandall

Specialty Features Syndicate

17255 REDFORD AVE. • DETROIT, MICH. 48219 • 313-533-1846

CLASSIFICATIONS OF FEATURES

For Women Only —3tw-700-mim-ocr-orp-Lc-mail-wire-tt-tel-tape —Dr. Lindsay Curtis ... UFS
Get Well And Stay Well —w-400-mail-orp —Richard W. Post ... TWN
Getting Along —3tw-800-ocr — Dr. James P. Comer/Dr. Alvin F. Poussaint ... SMP
Health —w/m/ind-var-mim-wire-mail ... FA
Health Capsules —d-lc-orp —M. Petti, M.D. & Jud Hurd ... UFS
Health Line —m-25x50"-orp ... TVC
Health Today —w-500-orp —Dr. O. A. Battista ... SBP
Health's-A-Poppin' —1tw-450-orp-mail-wire —Marion Wells ... CNS
Here's To Your Health —w-qps ... SYN
Hey, Doc! —wknd-400-mim —Anthony J. Palmaccio, M.D. ... MCN
House Call —w-800-ocr-wire —Dr. G. Timothy Johnson ... CTN
How Well Do You Know Yourself —w-100-mail-orp — Carmen Colkins ... TWN
In-Sights —tw-600-ocr-wire —Dr. Walt Menninger ... UNP
It's OK To Talk About Sex —2tw-750-orp-mail —Dr. Robert C. Long ... PRI
Keeping Healthy —w-2c3½"-ill-orp —Joe Mahoney ... CSP
Landmark Decision —d/w-500/1000-man —Martin J. Ross ... LAW
Let's Lose Weight —w-qps ... SYN
Let's Stay Well —6tw-600-mim-ocr-orp-Lc-wire-tape-tt-tel—F. J. L. Blasingame, M.D. ... UFS
Live Longer And Be Happy —sm-200/250-mim —Charles Rehns ... REH
***Living Today** —6tw-orp-ill —Joan O'Sullivan ... KFS
Look . . . And Feel . . . Your Best —we-var-orp-mail — Paul Bernstein (Mr. Physical Fitness of USA) ... RBN
Look & Learn —w-150-orp —Anne Sanders ... SBP
Man & Medicine —w-600-ocr-mail —Irwin J. Polk, M.D. MPH ... PAG
McCrane Food Page —w-ps-orp-igp —Jamie Crane ... ICP
Medical Column —d/S-400-orp-tape-ocr-mail-wire— Lawrence E. Lamb, M.D. ... NEA
Medical Frontiers —w-600-ocr —Lenore Feinstein ... CHR
Medical Memo —w-500-mail-orp —Karen Carden ... TWN
Medical News and Features —w-var-xerox-mail — Staff/Freelance ... IMTS
Medicalia —cont-600-mim-igp —M. W. Martin ... MAR
Medicine —w-var-mim —Dr. M. L. Salomon ... WUP
Medicine Chest —wknd-300-orp —H. Boswell York, R.Ph. ... MCN
Medicine or Myth —w-30x5"-acr-orp-mail —Jeff Johnson ... BAL
MediFax And Fiction —w-var-ill-orp —Staff ... LUI
Mirror of Your Mind —d-2c-ill-orp —John Conwell ... KFS
Modern Medicine —tw-600-man-ocr —Michael J. Halberstam, M.D. ... NYT
Ms And The MD —sw-300-xerox-mail —Robert Dunn, M.D. ... IPS
My Success Story —w-500/1,000-orp —Various Famous Authors ... SBP
Natural Foods —w-500-man-ocr —Susan Dart ... LAT
Neil Solomon, M.D. Ph.D. —6tw-450-man-ocr-wire— Dr. Neil Solomon ... LAT
Of Men and Women —tw-600-ocr-wire —Dr. Aaron Rutledge ... UNP
One Psychiatrist Says —w-600-mail-orp —Dr. M. A. Hartman ... TWN
Open Wide —w-qps —V. Glaza D.D.S. ... SYN
People's Doctor —3tw-750-ocr-wire —Dr. Robert Mendelsohn ... CTN
Personal Health —1tw-1,000-wire —Jane Brody ... NYT-NS
Picture of Health —w-var-ill-orp —Staff ... LUI
Psycho Ecology —5tw-750-mim-mail —Martin ... SAW
Psychology 78/79 —w-600-mail-orp —Dr. Neal MacDonald ... TWN
Rated G —ocr-600-ill-var-orp —Lucinda ... NPS
Read & Remember —w-150-orp —Darrell McClure ... OPS

Henry Youngman says:

"Take Ruth Nathan Anderson's VIP MEDICAL GRAPEVINE— take it, please . . ."

The nation's first, foremost and only high-level medical/celebrity gossip column is more informed and livelier than any other celeb column on the market today. Est. 1969

- goes behind the coverups of ailing VIPs
- tasteful & non-libelous
- loved by both sexes

A winning feature for city and boonie folk . . . from Calif. to NY

VIP MEDICAL GRAPEVINE

by Ruth Nathan Anderson

Low Rates—4 wks free with 1 yr.

PHONE: (312) 546-6557 or

WRITE: 161 Nasa Circle Round Lake, Ill. 60073

Science —w-var-igp —Margaret Williams ... EPS
Slim Chance in a Fat World —cont-man — Richard Stuart & Barbara Davis ... MAN
Speaking of Angels —w-600-mail-orp —Jessie Bennett ... TWN
Speaking of Your Health —6tw-ocr-orp-wire— Dr. Lester L. Coleman ... KFS
Special Diets —w-600-man-mail —June Roth ... ROJ
Stay Alive Longer —21-part series-2c15"-orp-ill —Lelord Kordel ... SPE
Staying Healthy —w-1000-Lc-igp-ocr-orp —Dr. Clark Hankey ... MCF
Stop Killing Yourself —5tw-600-orp —Peter J. Steincrohn, M.D. ... MCN
Test Yourself —d/w-500/750-orp-ill —Jane Sherrod Singer ... SBP
The Doctor Says: —dS/we-var-man-orp-mail —W. P. Sykes, M.D. ... RBN
The Dynamic Body —w-500-mail-orp —Karen Lustgarten ... TWN
The Human Comedy —w-600-mail-orp— Benno Isaacs and Dr. Jack Gross ... TWN
The Los Angeles Times/Washington Post News Service— d-var-tt-tel-wire ... LTWP
The Power Of The Mind —w-600-mail-orp— Benno Isaacs and Dr. Jack Gross ... TWN
To Your Good Health —dS-750-ocr-wire-mail— Dr. George C. Thosteson ... FNS
VIP Medical Grapevine —w-500/1000-man-mail— Ruth Nathan Anderson ... VMG
Weekly Sex Clinic —w-800-ocr —Dr. Harry Croft ... SMP
Why Grow Old? —1w-500-wire-igp-orp— Josephine Lowman ... RTS
Work Environment —w-500-mim-mail —Various Authors ... PRA
Young and Healthy Always —tw-500-man-ocr-wire— Dr. Frank Falkner ... LAT
Your Medicare —w-400-mim —Eugene Miller ... MLN
Your Medicine Chest —3tw-S-500-xerox— Jerome J. Jarvis ... WOR
Your Mind In Action —w-600-mail-orp —Thomas J. Majerski ... TWN
Your New Way Of Life —w-600-mail-orp—Joan Walker ... TWN

25—HISTORY/POLITICS

A Woman's View of Foreign Affairs ——w-800-man-mail-igp— Trudy Mulcahy Howard ... HOW
A Word Edgewise —Sw-ocr-wire —John P. Roche ... KFS
Accuracy In Media —w-600-mim —Reed J. Irvine ... AIM
Adolph Hitler —cont-12,000-ocr-igp —John Toland ... DDS
Alice Widener Column ——3tw-600-mim —Alice Widener ... USA
Answerback —w-600-mim-ocr-orp-lc-wire-tt-mail-tape-tel— Bob Baskin ... UFS
Arnie —w-ps-orp-ill —Arnie Stockholm ... SBP
Ask Anybody . . . Anything —w-600-mim-ocr-orp-lc-wire-tt-mail-tape-tel —Martin Alwyn ... NANA
Backstairs at the White House —w-var-wire — Helen Thomas ... UPI
Between The Lines —w-650-mim —Edith Kermit Roosevelt ... ROO
Bill Wilson's column —tw-var-xerox-mail — Bill Wilson ... CWF
Canadian Comment —w-500-orp-mail —Peter Ward ... SF
Commentary —4tw-600-ocr-orp-tape-mail-wire — Donald F. Graff ... NEA
Congressional Quarterly Service —w/tw-600/1200-ocr-orp-ill-mail —Staff ... CQ
Conservative Advocate —tw-600-ocr-wire— William Rusher ... UNP
Dateline Europe —3tw-600-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Karol C. Thaler ... NANA
Dateline: Jerusalem —ocr-var-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Sigismund Goren ... NANA
Dateline: Moscow —ocr-var-mim-ocr-orp-Lc-wire-tt-mail-tape-tel —Albert Axelbank ... NANA
Dateline: Paris —ocr-var-mim-ocr-orp-Lc-wire-tt-mail-tape-tel —Leo Ryan ... NANA
Dateline Sac —5tw-500-ocr —Various Authors ... CAP
Dateline:U.N. —w-600-mim-ocr-orp-Lc-mail-wire-tt-tel-tape —Louis Halasz ... NANA
Dateline: Washington —w-500-mail-orp —Walter Riley ... TWN
David S. Broder Column —sw-750-wire-xerox — David S. Broder ... WPW
Dear Teddy, Washington, D.C. —w-500-mail-orp — Theodore Roosevelt Ogden ... TWN
Diplomatic Pouch —ocr-var-telex-mail —Various Authors ... FRY
Editorial Cartoon —tw-3c7"/4c6"-orp-mail — Albert Wetzel ... TWN
Editorials —w-1½-pt-orp —Staff ... EDC
Fact or Fiction —d-var-xerox-mail— S. Leonard Wadler ... WAD
Fireside Chats —eom-16pp-orp —Gustav Detjen, Jr. ... DET
Flashback on Canada —deS-400-mim —Bob Bowman ... SUN
Footloose with Frye —ocr-750/1500-telex-mail— Various Authors ... FRY
Foreign Affairs —3tw-750-wire — C. L. Sulzberger ... NYT/NS
From History's Scrapbook —w-2c3"-orp —Staff ... CSP
Gerald Godin's Column —sm-var-xerox-mail— Gerald Godin ... CWF
Global Report —m-600/1,500-xerox-mail ... AWP
Grass Roots —tw-4c2"-mail-orp —Albert Wetzel ... TWN
Gus Tyler —3tw-600-mail-mim-Lc-orp-wire-tt-tape-tel— Gus Tyler ... UFS
Henry J. Taylor —3tw-700-mim-orc-orp-mail-Lc-wire-tt-tel-tape—Henry J. Taylor ... UFS
Here And There —w-500-mail-orp —Hope Hathaway ... TWN
In the Nation —3tw-750-wire —Tom Wicker ... NYT-NS
In Washington —6tw-700-ocr-orp-tape-mail-wire — Martha Angle/Robert Walters ... NEA
Innocent Bystander —tw-600-ocr —Arthur Hoppe ... CHR
International Dateline —w-500-mail-orp — William J. Halterman/Duarte de Martinau ... TWN
International Decade of Women and its Hidden Politics — w-var-man-igp —Trudy Mulcahy Howard ... HOW
International Writers Service —sw-var —Various Authors ... INW
Is Everybody Happy—And Why Not —w-600-mail-orp — Harold Dietrich ... TWN
It's My Opinion —2tw-550-mim-mail —Irene Corbally Kuhn ... CF
***Jack Anderson's Weekly Special** —w-750-orp-ocr-mim-Lc-mail-wire-tt-tel-tape —Jack Anderson ... UFS
Jeffrey Hart —tw-ocr-wire —Jeffrey Hart ... KFS
Jesse Jackson —w-600-ocr-wire —Jesse Jackson ... UNP
J. F. terHorst —bw-600-ocr-wire —J. F. terHorst ... UNP
***Jim Bishop:Reporter** —tw-orp-ocr-wire —Jim Bishop ... KFS
John D. Lofton, Jr. —3tw-700-mail-mim-Lc-orp-ocr-wire-tt-tel-tape —John D. Lofton, Jr. ... UFS
John Peter Zenger —deS-42x2"-orp —Richard Lynn ... LYN
Jonathan Power —w-600-ocr-wire —Jonathan Power ... UNP
Kevin P. Phillips —4tw-ocr-wire —Kevin P. Phillips ... KFS
***Kingsbury Smith** —1tw-ocr-wire —Joe Kingsbury Smith ... KFS
Knee Deep In Mich. —w-var-mim-orp —Arthur L. Anderson ... LNI
Knight News Wire —7tw-var-wire ... CTN
Landmark Decisions —d/w-500/1000-man —Martin J. Ross ... LAW
***Latin-American View** —w-600-ocr-xerox-mail — Arturo Uslar-Pietri ... ALA
***Latin Panorama** —w-600-ocr-xerox-mail —Arturo Villari ... ALA
***Latin View Of The U.S.** —w-600-ocr-xerox-mail — Carlos A. Montaner ... ALA
***Latin World** —w-700-ocr-xerox-mail —Mariano Grondona ... ALA
Marianne Means Washington —tw-ocr-wire — Marianne Means ... KFS
Mark My Words —3tw-400-mim-ocr-orp-Lc-wire-tt-mail-tape-tel —Jim Fiebig ... UFS
Mosaic —w-500-mail-orp —Jerry Fite ... TWN
My Two Bits Worth —d/w-150-mail-orp —Roy Colby ... TWN
NANA News Service —d-var-mim-ocr-orp-Lc-tape-mail-wire-tt-tel ... NANA
NANA Pony Service —w-var-mim-ocr-orp-Lc-wire-tt-mail tape-tel ... NANA
National Whirligig —3tw-600-mail-mim-ocr-orp-Lc-wire-tt-tel-tape —Ernest Cuneo ... NANA
Newsfeatures —d-var-orp-ill-tape-ocr-mail-wire —Staff ... NEA
Nicholas von Hoffman —tw-ocr-wire —Nicholas von Hoffman ... KFS
Notes From Abroad —w-650-ocr —Ferris Hartman ... CHR
Of Arms And Men —w-600-mim-ocr-orp-Lc-tape-wire-tt-tel-mail —Col. Robert D. Heinl ... NANA
Our Constitution —1tw-600-xerox —David Kapley ... INO
Our Environment —sw-750-ocr —Ed Flattau ... ART
Our Vanishing Liberties —15 part series 3c10"-orp-ill — Omar V. Garrison ... SPE
Outrider —ocr-wire —Gary Wills ... UNP
People & Values —tw-600-ocr-wire —Andrew M. Greeley ... UNP
Politics Today —6tw-ocr-wire —Jack Germond/Jules Witcover ... CTN
Robert J. Wagman —occ-var-mim-ocr-orp-Lc-wire-tt mail-tape-tel —Robert J. Wagman ... NANA
Rolling Stone —tw-igp-ocr-wire —Rolling Stone Staff ... KFS
Ronald Reagan —5w-ocr-wire —Ronald Reagan ... KFS
Say It Straight —w-600-mim-ocr-orp-Lc-mail-wire-tts-tel-tape—Victor Lasky ... NANA
Scripps-Howard News Service —6tw-var-ill-ocr-orp-Lc-wire-tt-mail-tel—Scripps Howard News Service ... UFS
Senator George D. Aiken —ind-500-xerox-mail ... IPS
Senior on the Hill —m-var-xerox-mail—Bob Westgate ... DPR
Sentinel, The —w-hps —Jeannette Szulec ... SYN
Spot News Features —dwm-800/1,000-var-wire-telex-mail-phone —R. I. Queen/B.A. Queen ... PWF
The Christian Science Monitor News Service — 5tw-varies-igp-orp-ocr-wire ... RTS
The Economist —w-7,000-mim-ocr-orp-lc-igp-wire-tt-mail-tape-tel ... UFS
The Los Angeles Times/Washington Post News Service— d-var-tt-tel-wire ... LTWP
The Northern Prospective —w-900-ocr-k-mail— Michael McManus ... MCM
The Other Side —we-var-orp-man-mail—Dorothy Richey ... RBN
The Pepper Mill —w-800-mail—Matthew Conroy ... NWR
The Political Estate —w-500-mail-orp —Dick Rathff ... TWN
The Presidency: Up Close —w-400/800-mail-orp— Ralph C. Wunder ... TWN
The Sunday Times of London Service —w-igp-ocr-wire ... KFS
These Days —tw-ocr-wire—John Chamberlain ... KFS
This Day in History —7tw-ocr-wire—Ralph Hollenbeck ... KFS
Thomas Roll Call Report (Your Congressman's Votes Reported Weekly) —w-600-mim-mail —R. G. Thomas ... ROL
Time Capsules —w-150-mail-orp —Frank Morgan ... TWN
Today's Great American —d-300/400-ocr —Will Allison ... ASI
Uncommon Conversations —w-800-ocr-igp-wire-tel-tape —Philip Nobile ... UNP
Virgil Pinkley —1nd-400-xerox-mail ... IPS
Virginia Payette —3tw-700-mim-ocr-orp-mail-lc-wire-tel-tape —Virginia Payette ... UFS
Washington Calling —2tw-700-orp-mail-Lc-wire-tt-tel-ocr-mim-tape—Marquis Childs ... UFS
Washington Dateline —w-var-man-orp-mail —Patty Cavin ... RBN
Washington Feedback —occ-500-mim-ocr-orp-Lc-wire-tt-mail-tape-tel —Dorothy Marks ... WNS
Washington Interviews —occ-600-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Malvina Stephenson ... WNS
Washington Journal —w-600-mim-ocr-orp-Lc-wire-tt-mail-tape-tel —Robert Wagman ... NANA
***Washington Merry-Go-Round** —dS-750-orp-mim-Lc-ocr-mail-wire-tt-tel-tape—Jack Anderson ... UFS
Washington Welter —w-750-xerox —Jesse H. Merrell ... MER
Washington Window —w-500-mim-mail —Staff ... PRA
We Hold These Truths —3tw-2c-orp-ill — Ross MacKenzie & Jeff MacNelly ... UFS
What Life Has Taught Me —w-500/1,000-orp —Various celebrities ... SBP
William Beecher —2tw-700-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—William Beecher ... NANA
William L. Ryan —w-600-mim-ocr-orp-Lc-wire-tt-mail-tape-tel —William L. Ryan ... NANA
World In Focus, The —w-700/750-telex-mail —William R. Frye ... FRY

26—HOBBIES

Adventure Postpaid —m-250-man —Jeff Miller ... SA
Antique Furniture —1tw-550-orp-ocr-mail-wire —James McCollam ... CNS
Antique Wise —w-650-mim-igp-mail —Dorothy Hammond ... CF
Antiques —w-850-ocr-igp —Lita Solis-Cohen ... ART
Antiques & Stuff —w-300-mim-ocr-orp-lc-igp-wire-tt-mail-tape —Anne Gilbert ... UFS
Blue Kazoo —w-750-ocr-mail —Clark Turner ... FNS
CB Break —bw-600-ocr-wire —Mike Wendland ... UNP
CB Sender —1tw-500/600-orp-mail-wire —Mike McCormack ... CNS
Coin Counting —w-500-man-igp-mail —Barbara White ... NUM
Coin Notes —w-300-mim —Ronald Anders ... AR
Coin Roundup —w-500-man-ocr-igp —Edward C. Rochette ... LAT
Coin Stamp—Medal World —w-500-man —F. G. Spadone ... SAP
Coinversations With R. Winston Harris — sm-m-900-mim-orp—R. Winston Harris ... COI
Collector's Corner —w-2c-orp-ill—Thomas A. Bateson ... UFS
Collector's Item —w-300-mim —John Hearn ... TSS
Creative Crafts —w-450-mim-igp-mail —Dena Z. Meilach ... CF
Creative Home Crafts —w-450-ocr-igp —Janet Sawienski ... ART
Do Your Own Thing —w-200-ocr-igp —Tom Niekarz ... UB
***Dress Pattern Features** —7tw-lc-ill-orp —Anne Adams ... KFS
***Dress Pattern Features** —7tw-k-ill-orp —Marian Martin ... KFS
Fireside Chats —eom-16pp-orp —Gustav Detjen, Jr. ... DET

Getting It Together —w-600-mail-orp —Lloyd Wynn ..... TWN
Hobby/Business World—w-750-man —Mark E. Battersby CLI
International Adventure (Numismatic)—w-500-mim —Julius Weiss ..... WEI
International Adventure (Philatelic)—w-500-mim —Julius Weiss ..... WEI
Jewish Stamps/Coin Reporter —bw-300-man —Joseph Zollman ..... STA
Junk or Treasure? —w-500-mail-orp —Edward V. Rothkirch ..... TWN
Know Your Antiques —w-500-wire-igp-ocr-orp —Ralph & Terry Kovel ..... RTS
Leisurecrafts —w-500-mail-orp —Eunice Svinicki ..... TWN
Leisure Time —m-25x50"-orp ..... TVC
Let's Sew —S-tps-hpt-qph-ill-orp ..... KFS
Makin' Things —w-750-wire-igp-orp-ocr —Ed & Steve Baldwin ..... RTS
Needlecraft Pattern Feature —7tw-lc-ill-orp —Laura Wheeler ..... KFS
Needlecraft Pattern Feature —7tw-lc-ill-orp —Alice Brooks ..... KFS
Numismatics —bw-300-man —Joseph Zollman ..... STA
Pat's Pointers —w-500-wire-ocr-igp-mail —Pat Trexler ..... FNS
Pattern Party —S-tps-hpt-ill-orp ..... KFS
Philatelic News —w-500-man-orp —Gustav Detjen Jr. ..... DET
Prominent Designer Dress Pattern Feature —S-2c-ill-orp —Various Designers ..... KFS
Sports . . . Postpaid—m-250-man —Irma Ganz Miller ..... SA
Stamp Nook —w-600-mim-igp —Ronald Anders ..... AR
Stamping Around The World —1tw-550-orp-mail-wire-Lee Blauvelt ..... CNS
Stamps —x-500/700-man —Joseph Zollman ..... STA
"Star Grazing" —w-bw,m-375/600-man-mail —Robert E. Allen ..... STG
Tech Talk —w-ocr-wire —Dick Cowan ..... KFS
The Coin Box —1tw-550-orp-mail-wire —Gary Palmer ..... CNS
The Coin Box—w-400-mim —Norman M. Davis, NLG ..... NMD
The Leisure Craftsman —tw-2c/3c-ill-orp-ocr-wire —Phyllis Fiarotta ..... KFS
The Los Angeles Times/Washington Post News Service —d-var-tt-tel-wire ..... LTWP
The Philatelic Journalist —eom-16pp-5½x8½"-lc —Gustav Detjen, Jr. ..... DET
The Stamp Scene —w-700-mail-igp —Mark Kellner ..... NWR
The Wonderful World of Animals —6tw/w-2c-ocr-orp-wire—Frank Miller, D.V.M. ..... KFS
The Wonderful World of Stamps —m-750-man-orp-opt —Gustav Detjen, Jr. ..... DET
Treasure Trove —w-500-mail-orp —Frank Albro ..... TWN
U-Bild—w-200-ocr-igp —Steve Ellingson ..... UB
Variety Oddity (coin collecting) —w-500-man —F. G. Spadone ..... SPA
World of Stamps—w-400-mail-orp —Joseph H. Pompey ..... TWN
Your Horoscope Guide —1tw-600-orp/mail —Gina Ceaglio ..... CNS

27—HOUSEHOLD, DO-IT-YOURSELF, HOUSE PLANS, INTERIOR DECORATING

About the House—m-25x50"-orp ..... TVC
About Your Home —w-22½x3"-orp —Lillian Hughes ..... EDC
Antique Wise—w-650-mim-igp-mail —Dorothy Hammond ..... CF
Apartment Decorating —w-450-orp-mail—Jennifer Tahtinen ..... SUB
Apartment Modes—1tw-550-ocr/mail-wire —Carole Eichen ..... CNS
Around The House —w-250-500-mim —Jan S. Paul ..... PAU
Australian Home Journal —m-ps-orp-ill ..... OPS
Australian Woman's Weekly —m-ps-orp-ill ..... OPS
Beautiful Homes —w-1500-Lc-igp-prc-orp —Mid Paulus ..... MCF
Build It Yourself —w-600-mail-orp —Joseph Kline ..... TWN
Cleo Magazine from Australia —m-ps-orp-ill ..... OPS
Clints Hints —w-20x5⅝"-acr-orp-mail—Clint Davis ..... BAL
Consumer Aids—w-550-igp-man-orp-mail—Virginia Mace
Cottage Of The Week —w-750-ill-orp-mim —Staff ..... TSS
Craft Patterns —w-var-orp-igp —Smith Studios ..... FNS
Creative Crafts —w-450-mim-igp-mail —Dona Z. Meilach ..... CF
Creative Home Crafts —w-450-ocr-igp—Janet Sowienski ..... ART
Deco-Plans —w-500-mim-ocr-ill —Jean-Paul St. Michel ..... LAT
Deco-Plans —w-var-igp-mail —Jean-Paul St. Michel ..... CWF
Decor Score —1tw-550-igp-oct/mail-orp/mail-wire-Barbara Hartung ..... CNS
Design For People—w-500-mim-ocr-ill-orp-tt-mail-tape-wire-tel—Emily Malino ..... UFS
Design of the Times —eow-750-xerox-igp-mail —Susan Doubilet ..... CWF
Designing Woman —tw-500-man-ocr-wire-igp —Barbara Taylor Bradford ..... LAT
Do It Yourself—w-750-xerox-igp—R. Randolph Karch ..... KAR
Do Your Own Thing —w-200-ocr-igp —Tom Niekarz ..... UB
Doing it Yourself—m-25x25"-orp ..... TVC
***Dress Pattern Features**—7tw-k-ill-orp —Anne Adams ..... KFS
***Dress Pattern Features** —7tw-lc-ill-orp —Marian Martin ..... KFS
Editorial Material & Pictures for Women's Pages ..... UOP
First Aid For The Ailing House—4tw-500-mim-ocr-orp-Lc-ill-wire-tt-mail-tape-tel —Roger Whitman ..... UFS
Fix It—650-ocr-orp-tape-mail-wire-ill —Herb Alexander ..... NEA
Hand Around The House—750-man-ocr-wire-ill —A. J. Hand ..... LAT
Here's How—1tw-400/500-ocr-mail-wire—Gene Gary ..... CNS
Hints For The Home—w-100-ill-Lc —Bob Mattis ..... CTN
***Hints From Heloise**—d-orp-ocr; S-tps-hpt-color-orp-wire—Heloise ..... KFS
Home Building & Maintenance —w-600-mail-orp —Joseph G. McNeill ..... TWN
Home Game —wknd-300-orp—Virginia Truax ..... MCN
Home Improvement—S-500-ill-man-ocr—Bernard Gladstone ..... NYT
Home Line—6tw-500-man-ocr —Roberts Matthews ..... LAT
Home Of The Week—w-750-ill-orp-mim —Staff ..... TSS
Home Of Your Own —w-250-man-ocr-ill-igp —Jean-Paul St. Michel ..... LAT
Home Repairs—w-750-orp-igp-color—C. Gordon ..... SBP
Home Workshop File—w-3c8⅛"-orp-ill—Larry Eisinger ..... CIN
House Of The Week—w-350-ilm-igp-orp—Andy Lang ..... APN
House Plans —w-750-orp—Gerry Bishop ..... UFS
Household—w-igp—Ida Fried ..... EPS
Household Hints —m-var-mim-man-mail—Linda Ross ..... IMN
Household Repair Dictionary—wS-750-orp-igp —Kurt Singer ..... SBP
Household Scrapbook—w-100-orp—Mary Craig ..... OPS
How Can I—w-150-orp —Beth Lewis ..... OPS
Ideas For Interiors—wknd-300-orp—Deborah Kunstler, ASID ..... MCN
Interior Decorating—4tw-400-mim-ocr-orp-mail-Lc-wire-tt-igp-tel-tape—Genevieve Fernandez ..... UFS
Knight News Wire—7tw-var-wire ..... CTN
Know Your Antiques—w-500-igp-orp-ocr-wire —Ralph & Terry Kovel ..... RTS
***Living Today**—6tw-orp-ill—Joan O'Sullivan ..... KFS
Make It With The Kids—w-600-mail-orp—Keith Gordon ..... TWN
Minute Mechanic—d-21x4.5"-var-orp—Ted Dee ..... HAR
Mr. & Ms. Fixit—w-600-mail-orp —Don Courtney ..... TWN
Motor Tips —w-ps-orp-ill—Misc. Authors ..... OPS
New Ideas Products—m-500-man—Staff ..... SA
Newsfeatures—d-var-orp-ill-tape-ocr-mail-wire—Staff ..... NEA
Needlecraft Pattern Feature —7tw-lc-ill-orp —Laura Wheeler ..... KFS
Needlecraft Pattern Feature —7tw-lc-ill-orp —Alice Brooks ..... KFS
Parade Of Homes —eom-ps-igp —Home O Graph ..... HOM
Polly's Pointers —5tw-450-orp-tape-ocr-ill-mail-wire-S-tps-pt-hpt-orp —Polly Cramer ..... NEA
Project Plan Of The Week —w-500-man-ocr-igp —Jean-Paul Saint Michel ..... LAT
Prominent Designer Dress Pattern Feature —S-2c-ill-orp —Various Designers ..... KFS
Sew Biz (c) —w-600/700-mim-ill —Julia C. McCombs ..... COE
Super Handyman —tw-ill-orp-Lc-ocr-wire —Al Carell ..... KFS
The Butcher —w-800-ocr-ill —Merle Elks ..... CHR
The Formula —w-400-ocr-wire —Dr. Ed Nigh & Stark Research Co. ..... UNP
The House Doctor —w-750-ill-ocr-orp —Herman Baum ..... RTS
The Los Angeles Times/Washington Post News Service —d-var-tt-tel-wire ..... LTWP
The Law Brief —d/w-500/1000-man —Martin J. Ross ..... LAW
The Mother Earth News —tw-700-orp-ocr-wire —John Shuttleworth ..... RTS
Things Your Mother Never Taught You —w-600-or-ill-wire —Charlotte Slater/Jim Reitz ..... UNP
U-Bild —w-200-ocr-igp —Steve Ellingson ..... UB
U-Bild Patterns-"Do-It-Yourself" —w-var-igp-ocr —Steve Ellingson ..... MNF
Whats New —w-1c3"-ill-orp —Staff ..... CSP
Where You Live —w-30x5⅝"-acr-orp-mail —B. Rita Cannon ..... BAL
You Can Fix It —w-100-ill-irp-igp —Walt Trag ..... SBP
Your Family Decorator —tw-600-ocr-igp-wire-mail —Carleton Varney ..... FNS
Your Home —w-500-man-ocr-igp —Carolyn S. Murray ..... LAT
Your Home—Build and Improve —w-ill-orp —John D. Bloodgood and Augustus Sugka ..... KFS

28— HUMOR—COLUMNS

Another Look —sw-550-xerox-ocr-wire —Robert Yoakum ..... YKM
Art Buchwald Column —tw-650-ocr-man-wire —Art Buchwald ..... LAT
At Home With Heidenreich —w-700-ocr —Mary Ann Heidenreich ..... ASI
At Wit's End—tw-400-ocr-wire-mail —Erma Bombeck ..... FNS
Ben Mikus —w-500/700-orp-mail —Ben Mikus ..... WLS
Capitol Comedy —w-500-xerox —Jack Posner ..... POS
Conversations With a Martian —w-30x6"-acr-orp-mail —Ronald Boerem ..... BAL
Dan Carlinsky Column occ-var-xerox-mail —Dan Carlinsky ..... CAR
Dear Anybody: —w-400/600-mail-orp —Walter Schmidt ..... TWN
Double Take —3tw-500-orp-wire —Gerald Nachman ..... CTN
Family Skeletons —w-30x5⅝"-acr-orp-mail —Vicky MacDonald ..... BAL
Green 'n Grassy —v-w-500-mim-mail —Mike Beavdoin ..... BEA
Happily Ever Laughter —3tw-350-ill-xerox-mail —Joan Proctor ..... IPS
Hometown Flavor —w-300-mim-mail —Kerwin Hoover ..... HTF
How To Take The Fun Out Of Driving —w-var-orp —Dick Harris ..... HAA
Humor Column—w-400-man —S. Whittington ..... MIL
Humor Column —w-400-man —Don Byers ..... MIL
If It Fitz —tw-500-man-ocr —Jim Fitzgerald ..... LAT
Innocent Bystander —tw-600-ocr —Arthur Hoppe ..... CHR
It Could Be Verse —cont-var-orp-mail —George O. Ludcke ..... LUD
Jest For You —w-5c-orp-mail —Robert Orben ..... COC
John Keasler Column —4tw-700-orp —John Keasler ..... MCN
John Sinor Column —1tw-550-wire-orp-mail —John Sinor ..... CNS
Jokes —ind-var-man —Staff ..... BAS
Kitchen Cynic —w-2c6"-mim —Bern Shartman ..... AMF
Laughing All The Way —w-400-man —Nina Diamond ..... DIA
Lautens Column —5tw-500-mim —Gary Lautens ..... TSS
Mark My Words —3tw-400-mim-ocr-orp-lc-wire-tt-mail-tape-tel —Jim Fiebig ..... UFS

International Medical Tribune Syndicate (IMTS) mails a weekly package of over a dozen items for one reasonable price. Includes news, features, columns, and cartoons about disease prevention and treatment, health maintenance and therapy. Scientific information about medicine written for the non-professional reader. For sample package and rate card write to: IMTS, Suite 410, 600 New Hampshire Avenue, N.W., Washington, D.C. 20037.

INTERNATIONAL MEDICAL TRIBUNE SYNDICATE

Inter-Continental Press Syndicate

IPS ALWAYS FIRST WITH THE BEST!

"The World of Steve Allen"
by Steve Allen
"The RV Trail"
By V. Lee Oertle
"Hiking and Biking"
by Christopher Nyerges
"Looking Great"
by Gloria Lintermans
"In Focus and Out"
by D.J. Herda
"The Steam Room"
by Bud Furillo
"In The Beginning"
by Linus Maurer
"Hap Hazard"
by Bob Zahn
"Happily Ever Laughter"
by Joan Proctor
"The Game Room"
by Roger Verhulst
"Food Fun"
by Bob Bowie
"Ms and the Md."
by Dr. Robert Dunn
"Here Comes Metric"
by Joan Follendore

For information, rates, sample columns and availability call collect (213) 241-4141 or write John Kearns, Sales Manager, or Lynne Magnuson, Executive Editor, Inter-Continental Press Syndicate 111 North Isabel, Glendale California 91209, P.O. Box 991

CLASSIFICATIONS OF FEATURES

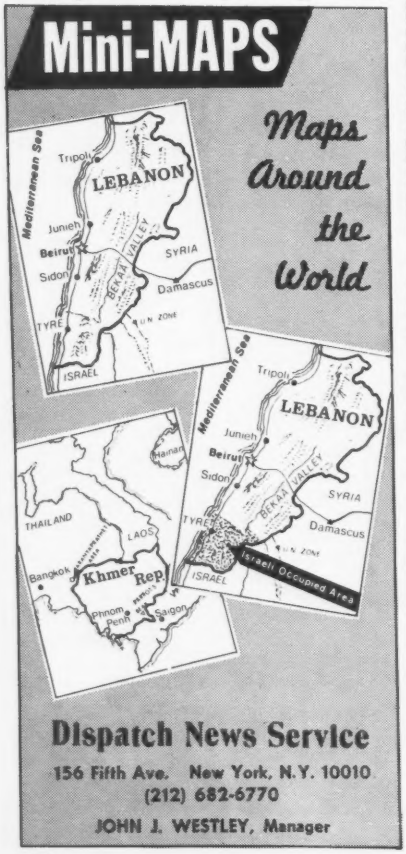
Mark Russell Column —4tw-150-man-ocr-wire —Mark Russell ... LAT
Norton Mockridge —3t-600-mim-ocr-orp-lc-wire-tt-mail-tape-tel —Norton Mockridge ... UFS
Offbeat Diary —w-500-ocr —Peter J. Horton ... NWS
Off The Beat —sw-800-ocr —D.L. Stewart ... ASI
Once Over Lightly —tw-400-ocr-ill-wire —Nancy Stahl ... UNP
Parody Press —w-600-mail-orp —Donna Parker ... TWN
Pat Buttram Sez —w-ps-ocr —Pat Buttram ... CAP
Peter's People —m-600-ocr —Laurence J. Peter ... MAN
Satire by Wald —w-500-mail-orp —William Wald ... TWN
Senator Soaper —d-300-mim-ocr-orp-lc-wire-tt-mail-tape-tel —Sandy Teller ... NANA
Small Fry Diary —dexS-50-mail —Nonnee Coan ... COA
Smiles —w-10x3"-orp —Staff ... EDC
Strictly For Laughs —6tw-200-mim-mail —Joey Adams ... CF
The Lighter Side —tw-var-wire —Dick West ... UPI
The Los Angeles Times/Washington Post News Service —d-var-tt-tel-wire ... LTWP
Things —sw-500/700-mim-igp —Miv Schaaf ... SCH
This 'n That —450-orp-mail —Barbara Allison ... SF
Today's Chuckle —8tw-20-man-ocr-wire —Tom & Beulah Collins ... LAT
Various Titles —occ-var-xerox-mail —Dan Carlinsky ... CAR
Watch Your Language —w-350-mim-mail —Lydel Sims ... CF
Weekend Chuckle —w-25-man-ocr —Tom & Beulah Collins ... LAT
Wilson's Western Humor —w-400/600-man-ocr —Jim Wilson ... WWH
With A Smile —w-500-mail-orp —Jack Adler ... TWN

29—MAPS

Background Maps —w-450-orp —Tom Hoge ... APN
Christian Science Monitor News Service —5tw-var-igp-orp-ocr ... RTS
Gemini Maps —w-var-orp ... ITP
Map Madness —w-50-maps 2x2"-mail-orp —Robert W. Pelton ... TWN
Maps —occ-var-orp —Staff ... NEA
Mini-Maps —3tw-11x3"/22x6"-14x3½"/28x7"-orp-mat-mail —John J. Westley ... DIS
News-In-Color —occ-var-orp-ill-mat —Staff ... NEA
News Visuals —utw-var-orp-ill-ilm —Staff ... NEA
Weather Maps & Forecast —d-7tw-wire ... UPIN
NYT Pictures Photo Service —d-var-igp-wire —NYT Pictures ... NYT-P
The Christian Science Monitor News Service —5tw-varies-igp-orp-ocr-wire ... RTS

30—MISCELLANEOUS COLUMNS

A Problem Today —w-150-orp —Ida Nettleton ... SBP
About People —dexS-var-wire-Staff ... UPI
Adam's Rib —w-500-mail-orp —Eve Athens ... TWN
Alan Grey Says —w-60-mail-orp —Alan E. Grey ... TWN
All About Phil Miracle's World —w-500-mail-orp —Phillip Miracle ... TWN
Antique Wise —w-650-mim-igp-mail —Dorothy Hammond ... CF
Any Man Can —w-600-mail-orp —Wayne Roberts ... TWN
Apartment Living —m-25x25" —orp ... TVC
As a Matter of Fact —2tw-700-mim —Charlie Drum/Gary Galluzzo ... UNI
Ask Anybody . . . Anything —w-600-mim-ocr-orp-lc-wire-tt-mail-tape-tel —Martin Alwyn ... NANA
Ask Washington —dex sat/S-500-mail-orp —Norma Langly ... TWN



Astrology-Today —w-500-mim —J. Naylor ... SBP
Astrology Today —d/w-500-orp —Sybil Leek ... SBP
Audiolab —w-300-xerox-mail —Gerard Rejskind ... CWF
Axioms, Aphorisms, and Epigrams —w-filler-mail-orp —Lloyd Wheeler ... TWN
Barnacle —w-ps-ill-orp —Alexander Monroe ... SBP
Beauty Tips From Hollywood —w-500-orp —Various Show Business Personalities ... SBP
Bernstein On Words —tw-250-xerox-ocr —Theodore M. Bernstein ... NYT
Best of The Week Editorials —w-200-orp ... AMW
Beyond The City Limits —w-600-mail-orp —Bill Messenger ... TWN
Book Digest —w-ps-orp-ill —Misc. Authors ... OPS
Brain Teasers —w-opt-orp —Ali Hachel ... OPS
Brain Twister —w/S-ps-orp —Amery Brown ... OPS
Business Roundtable —occ-w-hp-pt-orp-lc-mat-mail —Staff ... GNB
Can You Explain It? —w-500-orp —Richard Russell ... AFI
Car Crazy —w-var-orp-ill —Bilko ... SBP
Career Corner —w-400-man-mail —Tom Williams ... CF
Careers —tw-450-mim-ocr-UFS Data Wire —Joyce Lain Kennedy ... SFI
Cassini Carousel —w-850-mim-mail —Igor Cassini/Diane Judge ... CF
CB Break —bw-500-ocr-wire —Mike Wendland ... UNP
Celebrities Laugh —w-opt-orp-ill —Misc. Cartoons ... OPS
Celebrities Speak —w-opt-orp-ill —Misc. Authors ... OPS
Christmas Stories —w-250/2,000-orp —Various Authors ... SBP
City Editor's Tip Service —w-600-man —John Clift ... LAT
Consumer Wants To Know —w-400-xerox —Samuel P. Levine ... LEV
Consumer's Dilemma, USA —w-400-xerox —Samuel P. Levine ... LEV
Courses by Newspapers —2xy-var-wire- ... UPI
Creative Crafts —w-450-mim-igp-mail —Dona Z. Meilach ... CF
Creative Crafts —w-500-mim-igp-mail —Dona Z. Meilach ... MEI
Crime Flashbacks —w-500-orp —J. Haines ... SBP
Crime Issues —w-650-mail-man-orp —Jane H. Johnson ... JHJ
Critic-At-Large —w-800-ocr-orp-tape-mail-wire-ill —Norman Nadel ... NEA
Crosswords Galore —w-opt-orp —Alan Foley ... SBP
Crutches-Cane-Wheelchair —w-var-mim —George Alderson ... ALD
Daily Short Story —d-ps-orp-ill —Misc. Authors ... OPS
Dan Carlinsky Column —occ-var-xerox-mail —Dan Carlinsky ... CAR
DC Current —m-var-xerox-mail —Cyrene Dear ... DPR
Dear Sally —w-150-orp —Sally Casey ... OPS
Did You Know That —ws-ps-orp-ill —F. Treadgold ... SBP
Diplomatic Pouch —occ-var-telex-mail —Various Authors ... FRY
Do Your Own Thing —w-200-ocr-igp —Tom Niekarz ... UB
Dumb Questions —w-ps-ill-orp —Lo Linkert ... SBP
Edith Carter —w-700-mail-igp —Edith Carter ... NWR
Exploring the Universe —w-600-ocr —Reis/Harrington/Fraknoi ... CHR
Facing South —w-700-orp-ill-mail —Various Authors ... FAC
Fact or Fiction —d-var-xerox-mail —S. Leonard Wadler ... WAD
Fact-O-Rama —w-600-mim —M. W. Martin ... MAR
Famous Recipes —w-250/750-orp-igp-color —J. Sherrod ... SBP
Famous Short Stories —w-250/2,000-orp —Various Authors ... SBP
Feature Story —w-cont-500/1,000-mim-orp-igp-mail —Bill Griffith, Reporter ... GRF
First Person Singular —sw-650-orp —Rae Lindsay ... APN
5 Minute Mysteries —w-500-orp —C. W. Walker ... SBP
For The People —w-800-mail —Larry Moffitt ... NWR
Fortune Teller —w-100-orp-ill —Margret Fulton ... SBP
Free For The Asking —tw-250-mim-mail —Harriet Hart ... CWF
From The Kitchen Shelf —w-500/700-orp-mail —Doris Smith ... WLS
Games & Puzzles —w-opt-orp-ill —Misc. Authors ... OPS
Gemini News Service —2tw-var-mim ... ITP
Global Report —m-600/1,500-xerox-mail ... AWP
Golf Cartoons —w-opt-orp-ill —Miscellaneous Authors ... OPS
***Hollywood** —6tw-orp-ocr-wire —Dorothy Treloar ... KFS
Hollywood Interviews —w-ps-orp —Miscellaneous Authors ... OPS
Home Repairs —w-750-orp-igp-color —C. Gordon ... SBP
Household Repair Dictionary —w/S-750-orp-igp —Kurt Singer ... SBP
Household Scrapbook —w-100-orp —Mary Craig ... OPS
How Can I —w-150-orp —Beth Lewis ... OPS
How It's Made And Functions —w-var-ill-orp —Staff ... LUI
Human Side Of Science —w-var-ill-orp —Staff ... LUI
Hurwitz On Education —2tw-5op-mim-mail —Howard L. Hurwitz ... CF
Idle Musings —w-600-mail-orp —Lynette Evans ... TWN
In America —occ-1,000-ocr-orp-tape-mail-wire-ill —Various Authors ... NEA
Insight —w-450-mim-ocr-orp-lc-wire-tt-mail-tape-tel —John Wykert ... NANA
Investors' Guide —6tw-orp-ocr-wire —William A. Doyle ... KFS
It's My Opinion —2tw-550-mim-mail —Irene Caribally Kuhn ... CF
It's News To Me —tw-600-ocr —Herb Caen ... CHR
Jack O'Brian —5tw-ocr-wire —Jack O'Brian ... KFS
Jane O'Reilly —w-800-mail-mim-wire —Jane O'Reilly ... EF
Job Hopper —w-400-ocr —Dan Halligan ... ASI
Just Supposin —w-500-mail-orp —Garrett Mathews ... TWN
Kid Stuff —w-47.6x10"-orp ... TVC
Knight News Wire —7tw-var-wire ... CTN
Lesson In English —w-100-orp —C. Gordon ... SBP
Lifestyle —w-500/600-xerox-mail —Rita Harper ... HAC
Lifestyles: Fashion/Beauty/Interviews —2tw-600-ocr-orp-tape-mail-wire-ill —Elke Grossman ... NEA
***Living Today** —6tw-orp-ill —Joan O'Sullivan ... KFS
London Daily Mail Evening New News Service —5tw-var-mail-Lc-igp ... ITP
London Daily Mirror News Service —5tw-var-mail-Lc-igp ... ITP
London Sunday Mirror News Service —w-var-mail-Lc-igp ... ITP
London Sunday People Features —w-var-mail-Lc-igp ... ITP
Look & Learn —w-150-orp —Anne Sanders ... SBP
Mazes Galore —w-ps-orp —W. Quinn ... OPS
MicKey Charles —ds-300-wire —MicKey Charles ... EF
Mini Column —occ-800-ocr-orp-tape-mail-wire-ill —Various Authors ... NEA
Miracle Gardening —w-500-orp-igp-color —J. Finletter ... SBP
***Mirror of Your Mind** —d-2c-ill-orp —John Conwell ... KFS
Modern Sherlock Holmes —w-500-orp —Jane Sherrod Singer ... SBP
Money Matters —m-25x50"-orp ... TVC
Monthly Mention —m-500-mim —Fred Dodge ... MM
Mosaic —w-500-mail-orp —Jerry Fite ... TWN
Motor Tips —w-500-mim —Stirling Moss ... SBP
Motor Tips —w-ps-orp-ill —Miscellaneous Authors ... OPS
National Sampler —w-var-wire —Staff ... UPI
Newsfeatures —d-var--ocr-orp-tape-mail-wire-ill —Staff ... NEA
Nostaligia Notes —bw-600-mam-mail —Thurlow O. Cannon ... CAN
***Now See Here!** —4tw-ocr-wire —Bert Bacharach ... KFS
Off The Beaten Track —w-525-mim-ill —Bernard Gelman ... GEL
Old Farmer's Almanac —w-750-mim-ocr-orp-lc-wire-tt-mail-tape-tel ... UFS
Olderman's Features —occ-1,000-ocr-orp-tape-mail-wire-ill —Murray Olderman ... NEA
Olga Knows —w-650-2cx11½"-orp —Patsy Milligan ... MLS

Operating a Business From Your Home —w-600/800-xerox —Ron Reichart ... RJR
Otherwise —3tw-550-mail-mim-ocr-wire —Tom Fresperman ... EF
Outdoor Life —w-opt-orp-ill —Miscellaneous Authors ... OPS
PBS Images —w-19.6110"-orp ... TVC
People in Washington —w-var-wire —Mike Finsilber ... UPI
People Talk —dexS-var-wire —Staff ... UPI
Plants in the Home —w-ocr-ill-wire —Elvin McDonald ... KFS
Postcards —5tw-600-ocr —Stan Delaphane ... CHR
Profile —w-500/600-xerox-mail —Rita Harper ... HAC
Pure Fluff —w-400/700-mail-orp —Emalene Shepherd ... TWN
Random Time Machine —w-1,000-mim-mail —Doane Hoag ... CF
Read & Remember —w-150-orp —Darrell McClure ... OPS
Real World —w-ocr-wire —George Nobbe ... KFS
Record Rap —dS500-xerox —Tom Reed ... WOR
Report From America —occ-var-wire —Staff ... UPI
Ringaround Word Games —w-opt-orp —JKACK Fitch ... OPS
Rolling Stone —tw-igp-ocr-wire —Rolling Stone Staff ... KFS
Science Today —tw-var-wire —Al Rossiter, Jr. ... UPI
Scientific Topics —w/m-var-wire-telex-mail-phone —R. I. Queen/B. A. Queen ... PWF
7 Errors —w-s-ps-orp —F. Hayes ... SBP
Sewing Sense —w-500-mim-ill-mail —Eleanor Lee ... CF
Shifting Sands —w-600-mail-orp —Gloria James ... TWN
Shoe Full'a Chaff —occ-500-mim-mail —John H. Shropshire ... SHR
Short Story Cartoons —w-ps-ill-orp —B. Shirvanian ... SBP
Sid Ascher's World —w-750-xerox —Sidney Ascher ... ASC
Sketches —dS-100-man-ocr —Ben Burroughs ... LAT
Small Business Tips —w-600-orp —John C. Dvorak ... TAG
Soap Opera Scene —w-ocr-ill-wire —Steven H. Schever ... KFS
Solve A Crime —w-500-orp —C. Gordoa ... SBP
Star Gazing —w-bw-m-375/600-man-mail —Robert E. Allen ... STG
Star Interviews —w-500/1,000-orp —June Finletter ... SBP
Star Warriors —w/s-ps-orp-ill —F. Treadgold ... SBP
Strange Destinies —w-600-mim —J. MacKlin ... SBP
Strength For the Day —6tw-125-mim-mail —Elisha Douglass ... CF
Tech Talk —w-ocr-wire —Dick Cowan ... KFS
Teenage Driving —w-500-orp —Jane Sherrod ... SBP
Tennis Cartoons —w-opt-orp-ill —Earl Engleman ... SBP
Terse Verse —w/s-ps-orp —Anthony Carter ... OPS
The Earl's Beat —w-500-mail-orp —Garth Gamblin ... TWN
The Family Form —m-25x25"-orp ... TVC
The Fearless Spectator —w-600-ocr —Charles McCabe ... CHR
***The Gossip Column** —tw-igp-ocr-wire —Robin Adams Sloan ... KFS
The Los Angeles Times/Washington Post News Service —d-var-tt-tel-wire ... LTWP
The Moral Angle —tw/w-400/3in1@ 1,200-xerox-mail —William Lester ... LES
The Moxie Memo —w-900-mail-orp —D. B. Shaw ... TWN
The Penny-wise Traveler —w-ocr-ill-wire —Jane Morse ... KFS
The Phoenix Nest —w-700-orp —Martin Levin ... APN
The Teen Scene —km-25x25"-orp ... TVC
The Way It Is —w-600-mail-orp —Richard A. Lake ... TWN
The Weather and You —5tw-150-xerox —Carl Riblet Jr. ... IND
The Wonderful World of Animals —6tw/w-2c-ocr-orp-wire —Frank Miller, DVM ... KFS
The World of Steve Allen —w-400/500-xerox-mail —Steve Allen ... IPS
Third World Affairs —d-1,200-man-mail —Qamar Hasnain ... TWF
Tom Tiede/National Correspondent —3tw-700-ocr-orp-tape-mail-wire-ill —Tom Tiede ... NEA
Truth —w/s-ps-orp-ill —Paul Swan ... SBP
TV Features —w-var-orp ... TVC
TV Personality (Profile) —w-19.6x9½-orp ... TVC
2 Minute Meditation —w-150-orp —A. Blake ... SBP
U-Bid —w-200-ocr-igp —Steve Elkington ... UB
Uncommon Conversations —w-800-ocr-igp-wire —Phil Nobile ... UNP
Various Titles —occ-var-xerox-mail —Dan Carlinsky ... CAR
Watch Your Language —w-350-mim-mail —Lydel Sims ... CF
We Americans —w-var-wire —Richard Crowald ... UPI
We Hold These Truths —3tw-2c-orp-ill —Ross MacKenzie/Jeff MacNelly ... UFS
Weekly Page of Features —w-pt-54x14"-orp ... SM
Weekly Short Stories —w-ps-qpt-orp —Miscellaneous Authors ... OPS
What Life Has Taught Me —w-500/1,000-orp —Various Celebrities ... SBP
What' The Law? —btw-500-mim-ocr-ord-lc-wire-tt-mail-tape-tel —Jack Strauss ... UFS
Where Is A Line —w-600-mail-orp —Bess Wallace ... TWN
Why Be Bored? —w-500-mim-mail —Lilliam Taylor ... TAY
Wine Scrapbook —w-700-xerox-mail —KMary Lester ... LES
Winning Ways —m-200/250-mim —Charles Rehns ... REH
Words Wit & Wisdom —6tw-500-mim-ocr-orp-lc-wire-tt-mail-tape-tel —William & Mary Morris ... UFS
Wordy Gurdy —6tw-2c/4½"-orp —Tricky Ricky ... UFS
World of PSI —w-650-ocr —Clair Huff ... ART
You Can Fix It —w-100-ill-orp-igp —Walt Trag ... SBP
You're The Detective —w-30x5½"-acr-orp-mail —E.K. ... BAL
Zane Grey's Best Short Stories & Books —w-ps-orp ... OPS

31—MOTION PICTURES

Around & About Hollywood —w-600-igp-mail-orp —Eliza Ross ... TWN
Beauty Tips From Hollywood —w-500-orp —Various show business personalities ... SBP
Broadway Ballyhoo —w-500-xerox —Radie Harris ... HRS
Broadway Interviews —occ-600-mim-ocr-orp-lc-wire-tt-igp-mail-tape-tel —Rebecca Morehouse ... WNS
Celebrity Interviews —occ-600-mim-ocr-orp-lc-wire-tt-igp-mail-tape-tel —Cindy Adams ... WNS
Celebrities on the Couch —1tw-600-igp-orp-mail-wire —Dick Maurice ... CNS
Coast To Coast —1tw-500-igp-orp-mail-wire —Dick Maurice ... CNS
Culture Corner —m-25x25"-orp ... TVC
Darling You Are Growing Old If You Remember —w-200-mail-orp —Robert Goddard ... TWN
Dick Kleiner —w-1,000-ocr-orp-tape-mail-wire-ill —Dick Kleiner ... NEA
Entertainment And The Arts —m-var-mim-man-mail —Stephen Ross ... IMN
Entertainment World —w-500-mail-orp —Damon Loy/Dart Anthony ... TWN
Film Fare —d/S-500/2cb"-xerox-KWIP —Laurie Lee ... WOR
Film World —w-var-wire —David Dugas ... UPI
Film, Flam, Films —w-800-man-mail —James Riordan ... RPT
Footlights and Kleiglights —w-500-mail-or —Ted Edwards ... TWN
Global Report —m-600/1,500-xerox-mail ... AWP
Hollywood —6tw-orp-ocr-wire —Dorothy Treloar ... KFS
Hollywood/Ask Dick Kleiner —w-600-ocr-lorp-tape-mail-wire —Dick Leiner ... NEA
Hollywood Hotline —2tw-2col/600-igp-orp/mail-wire —Nancy Anderson ... CNS
Hollywood Hotline —d-500-mim-ocr-orp-Lc-mail-tape-wirep tt-tel —James Bacon ... NANA
Hollywood Interviews —w-ps-orp —Misc. Authors ... OPS

Hollywood's Twilight Years —w-600-mail-orp —Crosby L. Day . TWN
Hollywood's Unsolved Mysteries —15 part series —
1500-xerox/mail —John Austin . HIS
In Depth —w/tw-800-man-mail —James Riordan . RPT
Jack O'Brian —5tw-ocr-wire —Jack O'Brian . KFS
Knight at the Movies —w-500/750-xerox —Arthur Knight . HRS
Knight News Wire —7tw-var-wire . CTN
Marilyn Beck's Hollywood —8tw-600-mim-ocr-orp-wire-
tt-mail-tape-tel-ill —Marilyn Beck . UFS
Mini Movie Reviews —w-var-orp-ill-mail —Staff . CIN
Motion Pictures —w-igp —Hans Holzer . EPS
Movie Memories —w-150-mail-orp —Ruth Wucherer . TWN
Movie Reviews —tw-200/750-xerox —Ron Remmington/Arthur Knight
. HRS

My Success Story —w-500/1,000-orp
Various famous authors . SBP
***Now See Here!** —4tw-ocr-wire —Bert Bacharach . KFS
On Location —w-500-xerox —Robert Osborne . HRS
On Movies —w-500-mim —Clyde Gilmour . TSS
On the Screen —w-600-mail-orp —Vince Puleo . TWN
Our Film Folk —sm-500-mim —Herbert Luft . JTA
Pike Peeks —w-500-mail-orp —Charles Pike . TWN
Pop Scene Service —w-var-mim-ocr-orp-lc-igp-wire-
tt-mail-tape-tel —Barbara Lewis . UFS
Rambling Reporter —wd-500-xerox —Hank Grant . HRS
Reel Facts —w-250-xerox-mail —Dave Cambell . LEP
Reel Talk —w-20x5½"-ocr-orp-mail —Nat S. Niello . BAL
Rex Reed —2tw-1,000-ocr-wire —Rex Reed . CTN
Roderick Mann Column —tw-800-man-ocr-wire —Roderick Mann . LAT
Rolling Stone —tw-igp-ocr-wire —Rolling Stone Staff . KFS
Scott's World —w-var-wire —Vernon Scott . UPI
Showbeat —w-600-ocr-orp-tape-mail-wire-ill —Dick Kleiner . NEA
Show Biz —w-2c-orp —Herb Bridge . MOR
Star Interviews —w-500/1,000-orp —June Finletter . SBP
The Gossip Column —tw-igp-ocr-wire —Robin Adams Sloan . KFS
The Great Life —w-500-xerox —George Christy . HRS
The Los Angeles Times/Washington Post News Service —
d-var-tt-tel-wire . LTWP
The Reviewer—Books, Records, Films & Tapes —
d/w-500-mail-orp —Various Authors . TWN
The Screening Room —w-600-ocr —Vince Staten . ASI
TV Film Source Service —an-bl-mail . UFS
TV Keys Previews, Mailbag, Movie Reviews —7tw-igp-ocr-wire
Steven H. Scheuer . KFS
TV Parade —w-450-orp-mail —Joan Crosby . SF
TV Starscreen Puzzle —w-2c-orp-ill —Al Kilgore/Martin Linehan . UFS
Various Titles —w-2,500-xerox-igp-color-mail —Colin Dangaard . INF
What Life Has Taught Me —w-500/1,000-orp —Various Celebrities . SBP
Where Are They Today? —w-500-mail-orp —Jess Hoaglin . TWN
Yesterday's Star Today —1tw-500/700-igp-ocr/mail-
orp/mail-wire —Nancy Anderson . CNS
You, Your Child and Entertainment —w/tw-500-mim
David Nydick . DAN

32—MUSIC

Classical Records —w-var-wire —William D. Laffler . UPI
Country Music —w-800-ocr-wire —Jack Hurst . CTN
Country Music People —w-600-mail-orp —Peggy Russell . TWN
Country Music Scene —w-500-man —David Graham . GRA
Cream Off The Top —w-hpt-mail —Norman "Otis" Richmond . RIN
Critic-At-Large —w-800-ocr-orp-tape-mail-wire-ill —Norman Nadel . NEA
Cross Country —w-250/300-xerox-mail-ilm —Steven P. Freedman . TSE
DisCussion —w-2c6"-400-man-mim —Joe Kaliff . AMF
Entertainment And The Arts —m-var-mim-man-mail —
Stephen Ross . IMN
Entertainment World —w-530-mail-orp —DamonLoy/Dart Anthony . TWN
From The Editor's Disc —w-500-mail-orp —Tom Villella . TWN
In Depth —w/tw-800-man-mail —James Riordan . RPT

Jack O'Brian —5tw-ocr-wire —Jack O'Brian . KFS
Movies 78 —sw-500-orp-mail-ill —Seth Cagin, ed. . SIR
Music On Record —bw-var-mim-orp —Homer F. Edwards Jr. . LNI
Musical Notes —w-20x6½"-ocr-orp-mail —Jeff Lappe . BAL
Notes on Music —S-cont-var-xerox —W. Sachs Gore . PTF
***Now See Here!** —4tw-ocr-wire —Bert Bacharach . KFS
Platter Patter —w-250-mim-mail —Jeanne Harrison . CF
Playback —w-1,000-ocr —Joel McNally . SMP
Playback —w-600-mail-orp —Tom Von Malder . TWN
Pop, Rock & Soul —w-800-igp-mail —Irwin Stambler . NWR
Pop Scene Service —w-var-mim-ocr-orp-Lc-igp-wire-tt-mail-
tape-tel —Barbara Lewis . UFS

Popular Records —w-var-wire —William D. Laffler . UPI
Record Levels —w-1500-lc-man-mat-ocr-orp —Itsi Mii . MCF
Record Rap —dS-500-xerox —Tom Reed . WOR
Record Reviews —w-500-mim —Jay Rosen . BIS
Records & Tape —m-var-mim-man-mail —Staff . IMN
Records & Tape —m-var-mim-man-mail —Staff . IMN
Rock —w/tw-800-man-mail —James Riordan . RPT
Rockchart —w-epv-man-mail —Compiled . RPT
Rock Music —w-var-wire —Bruce Meyer . UPI
Rockpile —3tw-2c-orp-ill —Stokes Walesby/Al Cunniff . UFS
Rock-Pop —w/tw-800-man-mail —James Riordan . RPT
Rock Talk —tw-700-ocr-wire-mail —Lisa Robinson . FNS
Rolling Stone —tw-igp-ocr-wire —Rolling Stone Staff . KFS
Sound Country —w-9.6x21"-orp . TVC
Sounding —w-200-mail-orp —Tom Von Malder . TWN
Sounds —w-400-orp-ill-tape-ocr-mail-wire —Rob Patterson . NEA
Soundtrack —w-500-xerox —Dianne Bennett . HRS
Spin Off —w-800-mail-igp —Harold Fuller . NWR
Strictly Classical —1tw-600/700-orp-mail-wire —King Durkee . CNS
***The Gossip Column** —tw-igp-ocr-wire —Robin Adams Sloan . KFS
The Los Angeles Times/Washington Post News Service —
d-var-tt-tel-wire . LTWP
Theme Song —w-400/500-xerox-mail-ilm —Steven P. Freedman . TSE
The Reviewer, Books-Records Films & Tapes —d/w-500-
mail-orp —Various Authors . TWN
The Rolling Stone Premium Service —occ-ocr-wire . KFS
The Scene —w-500-mim —Robert Edward Curtis . GSM
The Sunday Times of London Service —w-igp-ocr-wire . KFS
Tune In —w-var-orp-igp —Bobbie Ashley . SPS
Under Twenty —5tw-var/250/400/600-mim-igp-mail —Kurt Lassen . CF
Viewer's Voice —w-x13"-orp . TVC
World of Music —1tw-400-igp-orp/mail-wire —Robin Weiles . CNS

33-NATIONAL and WORLD AFFAIRS

A Changing World —w-600-ocr —John Pinkerman . NWS
A Woman's View of Foreign Affairs —w-800-man-mail-igp —
Trudy Mulcahy Howard . HOW

A Word Edgewise —sw-ocr-wire —John P. Roche . KFS
American News Report —w-600-mim —Ben Gallob . JTA
An Americanist Viewpoint —w-350-orp —Grace Hamilton . AMW
An Editor's Outlook —w-800-man-ocr —Jenkin Lloyd Jones . LAT
Answerback —w-600-mim-ocr-orp-lc-wire-tt-mail-
tape-tel —Bob Baskin . UFS
Ask Anybody . . . Anything —w-600-mim-ocr-orp-lc-wire-tt-mail-
tape-tel —Martin Alwyn . NANA
Behavior Behind The News —w-700-mail —S.V. Didato . NWR
By No Means Neutral —w-600-man-ocr-wire —
Ernest B. (Pat) Furgurson . LAT
Canadian Comment —w-500-orp-mail —Peter Ward . SF
Commentary —4tw-600-ocr-orp-tape-mail-wire —Donald F. Graff . NEA
Dateline: Europe —3tw-600-mim-ocr-orp-Lc-wire-tt-mail
tape-tel —Karol C. Thaler . NANA
Dateline: Jerusalem —occ-var-mim-ocr-orp-Lc-wire-tt-mail-
tape-tel —Sigismund Goren . NANA
Dateline: Moscow —occ-var-mim-ocr-orp-Lc-wire-tt-mail-
tape-tel —Albert Axelbank . NANA
Dateline: Paris —occ-var-mim-ocr-orp-Lc-wire-tt-mail-
tape-tel —Leo Ryan . NANA
Dateline: U.N. —w-600-mim-ocr-orp-Lc-mail-wire-tape-
tts-tel —Louis Halasz . NANA
Diplomatic Pouch —occ-var-telex-mail —Various Authors . FRY
Foreign News Commentary —tw-var-wire —Staff . UPI
George Mair Column —tw-500-man-ocr —
George Mair . LAT
Geyer File —tw-600-man-ocr-wire —Georgie Anne Geyer . LAT
Global Report —m-600/1,500-xerox-mail . AWP
Global View/Foreign Editors Say —bw-800-xerox-mail-telex . AWP

Great Decisions —an-var-wire . UPI
Gus Tyler —3tw-600-mim-ocr-orp-lc-wire-tt-mail-tape-tel —Gus Tyler
. UFS
Harriet Van Horne Column —tw-700-man-ocr-wire —
Harriet Van Horne . LAT
Henry J. Taylor —3tw-700-mim-ocr-orp-lc-wire-tt-mail-
tape-tel —Henry J. Taylor . UFS
In America —occ-1,000-ocr-orp-tape-mail-wire-ill —Various Authors . NEA
In America —tw-600-man-ocr —Ron Hendren . LAT
In Washington —6tw-700-ocr-orp-tape-mail-wire —
Martha Angle/Robert Walters . NEA
International Decade of Women & It's Hidden Politics —
w-1,500-mim-ocr-orp-man-igp —Trudy Mulcahy Howard . HOW
International Edition Texts —w-16,000-orp-telex-mail —Various . NIES
Investigators —tw-600-man-ocr-wire —Jack Cloherty . LAT
***Jack Anderson's Weekly Special** —w-750-mim-ocr-orp-lc-wire-
tt-mail-tape-tel —Jack Anderson . UFS
Jeffrey Hart —tw-ocr-wire —Jeffrey Hart . KFS
John D. Lofton, Jr. —3tw-700-mim-ocr-orp-lc-wire-tt-
mail-tape-tel —John D. Lofton, Jr. . UFS
Kevin P. Phillips —4tw-ocr-wire —Kevin P. Phillips . KFS
***Kingsbury Smith** —1tw-ocr-wire —Joe Kingsbury Smith . KFS
M. Stanton Evans Column —tw-700-man-ocr —M. Stanton Evans . LAT
Marianne Means Washington —tw-ocr-wire —Marianne Means . KFS
Marilyn Manion —w-500-orp —Marilyn Manion . AMW
Mark My Words —3tw-400-mim-ocr-orp-lc-wire-tt-
mail-tape-tel —Jim Fiebig . UFS
Max Lerner Column —tw-700-man-ocr-wire —Max Lerner . LAT
Max Rafferty Column —5w-500-man-ocr —Max Rafferty . LAT
Miko's Notebook —3tw-700-xerox-mail —Bob Miko . MNS

Losing Sales To Radio?

Reach The Youth Market!

• High Quality Entertainment Articles
• Completely Camera Ready At Low Cost

If you have a small weekly or daily publication, it is difficult to reach readers in the 18-35 market. Often they turn to radio and television for their news information.

Good Times is one of the largest chains of entertainment papers in America. Now you can purchase 8-12 camera-ready tabloid pages of music, film, theater and personality interviews for as little as $300 per month.

No puff pieces, but in-depth and knowledgeable interviews with people like Charles Bronson, Alfred Hitchcock, Dustin Hoffman, Billy Joel, Fleetwood Mac, Bits 'n Pieces, Entertainment Items, Film Clips and Sports.

All photos and graphics are provided camera-ready if desired.

Large library of articles also available.

Good Times has been profiled in E&P, Advertising Age, Billboard, N.Y. Times & participated in Harte-Hanke under-30 reader study.

Send for free package of sample articles and rate information

Good Times
The entertainment papers of America
230 Arlington Circle
East Hills, N.Y. 11548

Name _____
Company _____
Address _____
City & State _____

CLASSIFICATIONS OF FEATURES

N.A.N.A. News Service—d-var-mim-ocr-orp-lc-wire-tt-mail-tape-tel—N.A.N.A. News Service ..... NANA
N.A.N.A. Pony Service—w-var-mim-ocr-orp-lc-wire-tt-mail-tape-tel—N.A.N.A. Pony Service ..... NANA
National Security Affairs—w-600-man-ocr—Lt. Gen. Ira C. Eaker ..... LAT
National Whirligig—3tw-600-ocr-mim-orp-lc-wire-tt-tape-tel—Ernest Cuneo ..... NANA
Newsfeatures—d-var-ocr-orp-tape-mail-wire-ill—Staff ..... NEA
News Report—bw-var-mim ..... SAF
Nicholas von Hoffman—tw-ocr-wire—Nicholas von Hoffman ..... KFS
Nick Thimmesch Column—tw-700-man-ocr-wire—Nick Thimmesch ..... LAT
Of Arms and Men—w-600-mim-ocr-orp-lc-wire-tt-mail-tape-tel—Col. Robert D. Heinl ..... NANA
One Woman's Voice—w-800-xerox-tt-telex—Various Authors ..... PRI
Opinion—w-500-mim—Robert Segal ..... SAF
Paul Harvey News—tw-500-man-ocr-wire—Paul Harvey ..... LAT
People's Voice—w-800-mail-igp—Dick Edwards ..... NWR
Pros & Kahns—w-250-orp—J. Kesner Kahn
Robert J. Wagman—occ-var-mim-ocr-orp-lc-wire-tt-mail-tape-tel—Robert J. Wagman ..... NANA
Rolling Stone—tw-igp-ocr-wire—Rolling Stone Staff ..... KFS
***Ronald Reagan**—sw-ocr-wire—Ronald Regan ..... KFS
Roscoe Drummond Column—tw-700-man-ocr—Roscoe Drummond ..... LAT
Say It Straight—w-600-mim-ocr-orp-lc-wire-tt-mail-tape-tel—Victor Lasky ..... NANA
Scripps-Howard News Service—6tw-var-lc-ocr-orp-ill-wire-tt-mail-tel ..... UFS
Straight Talk—w-500-orp—Tom Anderson ..... AMW
The Economist—w-7,000-mim-ocr-orp-lc-igp-wire-tt-mail-tape-tel-ill ..... UFS
The Los Angeles Times/Washington Post News Service—d-var-tt-tel-wire ..... LTWP
The Malpractitioners—cont-7,500-ocr—John Gunther ..... DDS
The Observer—d-var-man-wire—Various Authors ..... NYT
The Pepper Mill—w-800-mail—Matthew Conroy ..... NRW
The Rolling Stone Premium Service—occ-ocr-wire ..... KFS
The Small Society—d-S-d-3c/4c S-tps-hpt-orp—Morrie Brickman ..... KFS
The Sunday Times of London Service—w-igp-ocr-wire ..... KFS
The View From The Top—w-500-ocr-igp-mail—Milton Rockmore ..... ROC
These Days—tw-ocr-wire—John Chamberlain ..... KFS
Tom Tiede/National Correspondent—3tw-700-ocr-orp-tape-mail-wire-ill—Tom Tiede ..... NEA
Uncommon Conversations—w-800-ocr-igp-wire—Phil Noble ..... UNP
US News And World Report—w-var-man—Various Authors ..... NYT
Virginia Payette—3tw-700-mim-ocr-orp-lc-wire-tt-mail-tape-tel—Virginia Payette ..... UFS
Washington Calling—2tw-700-mim-ocr-orp-lc-wire-tt-mail-tape-tel—Marquis Childs ..... UFS
Washington Feedback—occ-500-mim-ocr-orp-lc-wire-tt-mail-tape-tel—Dorothy Marks ..... WNS
Washington Interviews—occ-600-mim-ocr-orp-lc-wire-tt-mail-tape-tel—Malvina Stephenson ..... WNS
Washington Journal—w-600-mim-ocr-orp-lc-wire-tt-mail-tape-tel—Robert J. Wagman ..... NANA
***Washington Merry-Go-Round**—ds-750-mim-ocr-orp-lc-wire-tt-mail-tape-tel—Jack Anderson ..... UFS
Washington Wash—w-350-orp-staff ..... AMW
William Beecher—2tw-700-mim-ocr-orp-lc-wire-tt-mail-tape-tel—William Beecher ..... NANA
William L. Ryan—w-600-mim-ocr-orp-lc-wire-tt-mail-tape-tel—William L. Ryan ..... NANA
Women's News Service—d-var-mim-ocr-orp-lc-wire-tt-igp-mail-tape-tel—Women's News Service ..... WNS
World Heritage—tm-1000-mat-ocr-orp-lc—Nick Liacakos ..... MCF
World in Focus, The—w-700/750-telex-mail—William R. Frye ..... FRY
World News Summary—d-var-wire—Staff ..... UPI
Zumwalt Bagley Report—w-800-man-ocr-wire—Adms, E.R. Zumwalt, Jr./Worth H. Bagley ..... LAT

34-OUTDOORS; BOATING; CAMPING; HIKING; FISHING

Afield & Afloat—dexS-11x3"-orp/mail—Hank Andrews ..... WLS
All About Horses—w-500-mim-mail—John H. Shropshire ..... SHR
Boating—w-var-igp—Ida Fried ..... EPS
Boating—w-500-orp-ill—Julius Cooper ..... UFS
Camping All Year Round—w-500-orp—Bob Nesoff ..... GSM
Camping All Year Round—wknd-300-orp—Bob Nesoff ..... MCN
Camping Family Style—w-450-orp-mail—Angela/Ford Bothwell ..... SF
Clip-A-Tip—w-lc2"/2c4"-mail-orp—Elton Dorvel ..... TWN
"Curt Gowdy's Fish & Game Tips—w-4c-orp—Curt Gowdy ..... KFS
Here And There With Rod & Gun—w-750-orp—Sidney DuBoff ..... GPL
Hiking and Biking—w-350-ill-xerox-mail—Christopher Nyerges ..... IPS
Knight News Wire—7tw-var-wire ..... CTN
Living Off The Land—w-500-mim-mail—Marian Van Atta ..... GER
Mark Trail's Outdoor Tips—dexS-1c-orp—Ed Dodd ..... FNS
Martin's International Newsreel—occ-var-igp—Various Authors ..... MAR
Mr. Crabtree. . —d-3c5"-orp ..... ITP
National Geographic News Features—sw-500/600-mim-ill—Various Authors ..... NGS
Newsfeatures—2tw-850-mim-igp-ocr-orp-wire-mail—Staff and Contributors ..... ESN
Old Farmer's Almanac—w-750-mim-ocr-orp-Lc-wire-tt—mail-tape-tel ..... UFS
Outdoor Life—w-gpt-orp-ill—Misc. Authors ..... OPS
Plants in the Home—w-ocr-ill-wire—Elvin McDonald ..... KFS
***Play Better Golf With Jack Nicklaus**—tw-4c-orp-ill—Jack Nicklaus ..... KFS
Skiing—w-2c-orp-ill—Jean-Claude Killy ..... UFS
Solonar Tables—w-500-ocr-wire—Jackie Knight ..... RTS
Sports Special—w-2c4½"-ill-orp—Al Ray ..... CSP
Sportsman's Digest—6tw-11x4½"-orp-ill—Hal Sharp ..... LAT
***Stan Smith's Tennis Class**—tw-4c-orp—Stan Smith ..... KFS
The Good Earth—w-900-ilm-igp-orp—Mel Ellis ..... APN
The Los Angeles Times/Washington Post News Service—d-var-tt-tel-wire ..... LTWP
The Mother Earth News—tw-700-orp-ocr—John Shuttleworth ..... RTS
The RV Trail—w-400-xerox-mail-igp—V. Lee Oertle ..... IPS
The Sunday Times of London Service—w-Lc-igp ..... KFS
Travel & Leisure—w-500-mim—Bob Nesoff ..... GSM
Wilderness Wisdom—w-400/450-xerox-mail—Wayne Callaway ..... MAL
Woody's World—d-2c-orp—Bill Potter ..... UFS

35/PATTERNS; SEWING

Behind the Seams—w-450-orp-mail—Peggy Bendel ..... SF
Creative Home Crafts—w-350-ocr-igp—Janet Sowienski ..... ART
Creative Stitchery—tw-120-man-ocr-ill—Bruna Jones ..... LAT
Designer Patterns—w-var-orp-ill—Spadea ..... SPS
Do Your Own Thing—w-200-ocr-igp—Tom Niekarz ..... UB
Dress Pattern Features—7tw-lc-ill-orp—Anne Adams ..... KFS
Dress Pattern Features—7tw-1c-ill-orp—Marian Martin ..... KFS
Lets Sew—S-tps-hpt-qph-ill-orp ..... KFS
Lucille Rivers on Sewing—w-750-ocr-wire-mail—Lucille Rivers ..... FNS
Needlecraft Pattern Feature—7tw-1c-ill-orp—Alice Brooks ..... KFS
Needlecraft Pattern Feature—7w-1c-ill-orp—Laura Wheeler ..... KFS
Needleplay—2tw-800-orc-wire—Erica Wilson ..... CTN
Needlework Kit—w-125-orp-mail-igp—Dorothy Brightbill ..... APN
On Needles and Pins—w-30x5½"-act-oro-mail—Carol L. Russell ..... BAL
Patchwork & Quilting—w-450 (125 edited)-Xerox-igp-mail—Kathy Faryon ..... CWF
Pattern Party—S-tps-hpt-ill-orp ..... KFS
Patterns & Needlework—S-tps-pt-hpt-orp—Staff ..... NEA
Patterns & Pointers—S-tps-pt-hpt-orp—Polly Cramer ..... NEA
Prominent Designer Dress Pattern Feature—S-2c-ill-orp—Various Designers ..... KFS
Sew Simple—w-500-ocr-wire—Eunice Farmer ..... RTS
Sew What's New—w-500-ocr-ill-wire—Sandra Kelly ..... UNP
Sew With Flair—w-500-ocr-ill—Sandra Betzina ..... CHR
Sewing Sense—w-500-mim-ill-mail—Eleanor Lee ..... CF
Stitchin' Time (Sewing)—eow-400-orp-tape-ocr-ill-mail-wire—Joanne Schneber ..... NEA
Stitchin' Time (Knitting)—eow-400-ocr-orp-tape-Mail-wire-ill—Judy Love ..... NEA
The Leisure Craftsman—tw-2c/3c-ill-orp-ocr-wire—Phyllis Fiarotta ..... KFS
U-Bild—w-200-ocr-igp—Steve Ellingson ..... UB
You're Sew Right—w-var-orp-ill—Dale Cavanagh ..... SPS

36—PETS

Accent On Pets—w-500-mail-orp—Barbara A. Wilson ..... TWN
All About Pets—w-500-man-ocr-igp—Eleanor Price ..... LAT
Animal Adlibs How's Your Pet—w-20x5½"-ocr-orp-mail—Russ Hunter ..... BAL
Ask the Vet About Your Pet—w-500-mail-orp—Dr. Arnold Polonsky ..... TWN
Ask Your Vet—3tw-700-ocr-wire—Dr. Michael Fox ..... CTN
Bark Back—w-500-mail-orp—Dohna and Damon ..... TWN
Cat Starres—w-var-500-xerox—Lady Cassandra ..... AST
Dog Stars—w-500-var-man—by Sirius ..... AST
Horse Astrology—w-500-var-xerox—Marian Futterman ..... AST
Horsing Around—w-300-30x4"-ocr-orp-mail—Kathy Hoff ..... BAL
Oddities Of Animals—w-500-mail-orp—Dorothy Liermark ..... TWN
Of Course, A Horse—1tw-600-orp-mail-wire—Don Blazer ..... CNS
Points On Pets—1tw-450-orp-mail-wire—H. P. Jans, D.V.M. ..... CNS
The Pet Parade—1tw-450/500-xerox—William Patterson ..... PET
The Pet Set—d-21x4¾"-orp—Doug & Jean Borgstedt ..... BOR
The Wonderful World Of Animals—6tw/w-2c-ocr-orp-wire—Frank Miller, DVM ..... KFS
The Wonderful World Of Animals—dexS-500-ocr-ill-S-750-ocr-ill—Dr. Frank Miller, D.V.M. ..... CHR

37—PHOTOGRAPHY

Camera College—w-500-man—Walker ..... MIL
Exploring With Your Camera—w-500-mim ..... BAU
Foto Book Review—w-500-mim—Bill Baughman ..... BAU
In Focus And Out—w-400-igp-xerox-mail—D. J. Herda ..... IPS
Musicphoto—w-spv-mail-igp—James Riordan ..... RPT
Photoday—w-750-mim-mail—Martin ..... SAW
Photo Infor—w-500/700-mim-ill—Bill Baughman ..... BAU
Photo Kinks—w-500-mail-orp—Roaer & David Litz ..... TWN
Photo Talk—w-300-xerox-mail—Gerard Resjkind ..... CWF
Photography—w-500-man—Brace ..... MIL
Snap Shots—w-30x3¾"-ocr-orp-mail—Jeff Johnston ..... BAL
The Christian Science Monitor News Service—5tw-varies-igp-orp-ocr-wire ..... RTS
The Los Angeles Times/Washington Post News Service—d-var-tt-tel-wire ..... LTWP
Your Photos—man-ocr-wire-ill—Albert Moldvay ..... LAT

38—PHOTO SERVICES—PICTURES

About People—dS-var-wire—Staff ..... UPI
About Women—d-var-wire—Staff ..... UPI
Australian Home Journal—m-ps-orp-ill ..... OPS
Australian Woman's Weekly—m-ps-orp-ill ..... OPS
Black & White Stock Photo Library—Various Photographs ..... CWF
Business Features—d-var-wire—Staff ..... UPI
Cleo Magazine From Australia—m-ps-orp-ill ..... OPS
Color—bw/nd-var-mail ..... FA
Color Picture Transmissions—5tw-(duplicates by mail) ..... UPIN
Far West Photos—cont-mail ..... PAU
In The News—w-9.5 x var-orp-mail—Photos ..... SF
Misc. Photos—w-19 x var-orp-mail—Photos ..... SF
News Picture Service—cont-var-igp—Bernie Mantey ..... MOG
Newspictures—Telephoto Fascimile-7tw-(Cablephoto/Radiophoto Worldwide) (Telephone USA)-mail ..... UPIN
News Visuals—4tw-var-orp-ill—Staff ..... NEA
NYT Pictures-Photo Service—d-var-igp-wire ..... NYT-P
Photo Feature Service ..... SUN
Photo Feature Service—w-200/700-igp-mail—Staff & Freelance ..... NIES
Photo Files—General—nd-var-igp ..... BAS
Photo Files—Show Business—nd-var-igp ..... BAS
Photo Service—5tw-igp-mail ..... RNS
Photos—w-1c 3½"/2c 3"-orp—Staff ..... CSP
Pinup Photos—nd-var-igp-mail—Arthur S. Green ..... GRE
Racing-Sports—d-500-igp—Jim McCulley ..... PCC
Rated G—occ-600-ill-var-orp—Lucinda ..... NPS
Report From America—d-var-wire—Staff ..... UPI
Shooting Stars—1tw-400/600-igp-orp-mail-wire—Jerry Windle ..... CNS
The Los Angeles Times/Washington Post News Service—d-var-tt-tel-wire ..... LTWP
TV Color Front Cover Photo—w-var-ing-igp-orp ..... TVC
TV Photos—w-var-orp-igp ..... TVC
TV Week Photos—w-2c-orp-ill ..... UFS
Unipix—dS-var-mail—Staff ..... UPI
Unipix—5tw-mail ..... UPIN
Weather Maps—dS-var-wire—Staff ..... UPI
Weekly Program Photo Highlights—d/w-var-orp ..... TVC

39—POLLS-SURVEYS

Editorial Research Reports—w/5tw-550/600-orp-ill—Hoyt Gimlin ..... EDR
Gallup Poll—sw-var-wire-ocr-mail—Dr. George Gallup ..... FNS
Gallup Youth Survey—w-600-orp—George & Alec Gallup ..... APN
Harris Survey—2tw-800-ocr-wire—Louis Harris ..... CTN
Kevin P. Phillips—4tw-ocr-wire—Kevin P. Phillips ..... KFS
Lesson in English—w-100-orp—C. Gordon ..... SBP
Look & Learn—w-150-orp—Anne Sanders ..... SBP
Read & Remember—w-150-orp—Dorrell McClure ..... OPS
Scholastic Youth Poll—w-700-xerox-ocr—Various Authors ..... NYT
Test Yourself—d/W-500/750-orp-ill—Jane Sherrod Singer ..... SBP
The Christian Science Monitor News Service—5tw-varies-igp-ocr-wire ..... RTS
The Los Angeles Times/Washington Post News Service—d-var-tt-tel-wire ..... LTWP
The Youthful Viewpoint—w-1,000-mim—Lester Rand ..... YOU
Travel News & Notes—w-var-orp-igp—George G. White, Sr. ..... FEA
Women Poll—w-500/600-ocr—Staff ..... WMP
Womenpoll—w-600-ocr-wire ..... UNP

PHOTOGRAPHY COLUMNS

Illustrated

John Barris Walker
as appears NEWSDAY

Text only

Irvine Brace
Editor, PHOTO CANADA

•

COUNTRY COMIC

Exclusive for the Community Press.

RURAL ROUTE

Walter Ball

B/W Double Strip—43 pica width
& B/W ½ Tab 54 pica width.

•

Miller Services Limited
45 Charles Street East
Toronto, Ont. M4Y 1S6 Canada

SPADEA SYNDICATE
WEEKLY FEATURES . . .

1. International Designer Patterns
2. Hair Styles by Paul Hamlin
3. Sew Right Tips by Dale Cavanagh
4. What Next? Fashion Previews by Paul Hamlin
5. Tune-In (Music & Chords) by Roberta Ashley
6. Chess by Pulitzer Winner J. A. Livingston and LeRoy Dubeck

Contact: Kathryn LeVance, President
Claire T. Fisher, Features Mgr.

Spadea Syndicate, Inc.
2 Bridge Street
Milford, New Jersey 08848
Tel. (201) 995-2201

40—PUZZLES-QUIZZES; WORD GAMES

Amazement—w-2c4"-mail-orp—Thomas Delevett ..... TWN
American Enterprise—w-50-mail-orp—Bruce McQuillin ..... TWN
Animal Puzzles—w/S-ps-orp-ill—W. Trag ..... SBP
Benchwarmers Sports Trivia—3tw-2 col-ill-orp-mail ..... CNS
Bible Verse—w-9½x4"-orp—Staff ..... EDC
Brain Teasers—w-qpt-orp—Ali Hachel ..... OPS
Brain Twister—w/S-ps-orp—Amery Brown ..... OPS
Canadian Crossword—w-2c5½"-orp—Al Power ..... YPL
Canada Quiz—3tw-var-ocr—
David E. Scott/Gwynneth Evans ..... SMP
Challenge Maze—w-33x5½"-orp—Staff ..... EF
Check Your Knowledge—dexS-160-xerox—Donald Saltz ..... QUF
Chess Master—w-300-ocr-igp-mail—George Koltanowski ..... GG
Children's Puzzles—w/S-ps-orp-ill—W. Trag ..... SBP
Clue Me In!—5tw-20.8x3⅝"-orp-mail—P. A. Younes ..... CWF
Coinword—w-21x3"-man-ocr-orp ..... LAT
Color The Drawing—d-W/S-ps-orp-ill—W. Trag ..... OPS
Crime Flashbacks—w-500-orp—J. Haines ..... SBP
Criss-Cross—w-10½x6"-orp—Ronald McCullough ..... ARL
Crossword—w-22½x8"-orp—H. L. Risten ..... EDC
Crosswords—dexS-21.5x8"/21.5x6½"-orp—Staff ..... NEA
Crosswords Galore—w-qpt-orp—Alan Foley ..... SBP
Crossword Puzzle—w-20x4½"-orp—Bernice Paschen ..... SM
Crossword Puzzle—w-2c6½"-orp—Staff ..... CSP
Crossword Puzzle—w-19x6"-orp-mail—Staff ..... SF
Crossword Puzzle—w-2c-orp—Katie De Satta ..... MOR
Crossword Puzzle—dexS-orp—Nina Cooper ..... APN
Crossword Puzzle—1tw-7x3"-orp ..... MCN
Crossword Puzzle with Cryptoquips—d-2c-orp—
Eugene Sheffer ..... KFS
Crossword Puzzle with Cryptoquotes—d-2c-orp—
Thomas Joseph ..... KFS
Crossword Puzzler—dS-d-2c5½"/S-12"-orp ..... UFS
Crosswordwise—w-30x8"-ocr-orp-mail—Lou Michaels ..... GAL
Crypto-Game—w-10x5½"-ocr-orp-mail—R. Lee/Kathy Simpson ..... BAL
Daily Crossword—d-2c-orp—Eugene Maleska ..... NYT
Daily Trivia Quiz—dexS-125-xerox—Donald Saltz ..... QUF
Dan Carlinsky Column—occ-var-xerox—Dan Carlinsky ..... CAR
Diagramless Puzzle—w-33x5½"-orp—Staff ..... EF
Dickson Bonusword Puzzle—ind-25.5x6-1/16"-orp-xerox-man—
Naida Dickson ..... DFS
Dr. Crane's Quiz—dS-2c6"-mim—Dr. George W. Crane ..... HPS
Dickson Wigglyword Puzzle—ind-27.5x6"-orp—Naida Dickson ..... DFS
Dot To Dot—w/S-ps-orp-ill—Earl Engleman ..... SBP
Drawing Is Fun—wS-ps-orp-ill—W. Trag ..... SBP
Famous Tongue Twisters—w-100-mim-Misc. Authors ..... SBP
Figure Fun—w-1c2"/2c4"-mail-orp—B. L. Payton ..... TWN
Find-a-Quote—w-33x5½"-orp—Staff ..... EF
5 Minute Mysteries—w-500-orp—C. W. Walker ..... SBP
Five Square—d-1c4"/2c4"-mail-orp—
Bruce & Rosine Mims ..... TWN
Fortune Teller—w-100-orp-ill—Margaret Fulton ..... SBP
Fun & Games—w/S-ps-orp—W. Trag ..... SBP
Fun Bug—d-20x4½"-orp—Howard Rands ..... SM
Fun With Figures—5tw-mim-orp-mat—J. A. H. Hunter ..... SUN
Funland—hps-tps-pt-hpt-qps-orp—Art Nugent ..... UFS
Games & Puzzles—w-qpt-orp-ill—Misc. Authors ..... OPS
Giant Crossword—w-7c7"-orp ..... ITP
Headline Re-write—w-100-mail-orp—Bruce McQuilin ..... TWN
High Road Low Road—d-1c4"/2c4"-mail-orp—E. R. Billings ..... TWN
H R Contest—w-2c4"/4c6"-mail-orp—Games Inc. ..... TWN
Info Puzzle—m-20.6x4½"-orp ..... TVC
"It's on the Tip of My Tongue"—w-150-mim-mail—
Dan Carlinsky ..... EF
Jumble—7tw-2c5"-orp—Bob Lee & Henri Arnold ..... CTN
Junior Jumble—S-2c6"-bw/color-orp—
Bob Lee & Henri Arnold ..... CTN
***Junior Whirl**—S-tps-hpt-color-ill—Hal Kaufman ..... KFS
Just For You—w/S-ps-orp-ill—Earl Engleman ..... SBP
Kid Stuff—w-47.6x10"-orp ..... TVC
Kids Korner—wknd-3¼x3¼-orp—Jesse Jacobs ..... MCN
Legal I.Q.—d-100-xerox—J. Ritter/P. Levine ..... LEG
Legal Teasers—d-50-xerox—P. Levine ..... LEG
Lit Bits—d/w-100/150-mail-orp—John Hardebeck ..... TWN
Little People's Puzzle—d-2c4½"; S-2c5½"-orp—Leo White ..... UFS
Los Angeles Times Crossword Puzzle—dS-21x3½"/31x5"-orp—
Margaret Farrar ..... LAT
Magic Word—1tw-6¼x3½"-orp ..... MCN
Marvelous Fun & Games—S-hpt-tps-qps-orp—
Owen McCarron ..... RTS
Map Madness—w-50-maps-2x2"-mail-orp—
Robert W. Pelton ..... TWN
Mazes—w/S-ps—Various Cartoonists ..... SBP
Mazes Galore—w-ps-orp—W. Quinn ..... OPS
Memory Quiz—dexS-125-xerox—Donald Saltz ..... QUF
Minit Doodle—dexS-10.2x2⅝"-orp—Louis Magila ..... AF
Modern Sherlock Holmes—w-500-orp—Jane Sherrod Singer ..... SBP
Name Droppers—d/w-2c4"-mail-orp—Wayne Colby ..... TWN
Name Game, The—cont-tpt-ill-xerox—Ken Hecht ..... NGC
National Challenge—w-800-ocr-wire—J. Baxter Newgate ..... CTN
National Observer Crossword Puzzle—w-5"x5"-orp—
Charles Preston ..... RTS
New York News Crossword—6tw-2c8½"-orp—
Herb Ettenson, Editor ..... CTN
One Minute Crossword—d-1c4"-mail-orp—Richard Paxson, Jr. ..... TWN
Only Yesterday—dexSat-S-220-xerox—
Donald Saltz/Ron Snider ..... INT
Pics Trix—w-var-ocr-orp-mail—Kathy Simpson ..... BAL
Premier Crossword Puzzle with Cryptoquips—
S-3c-orp—Jo Paquin ..... KFS
Prize Crosswords—w-22x5½"-orp-mat—Staff ..... EF
Prizeweek Puzzle—w-2cx3½"-mim-orp ..... UFS
Puzzle Cards—2tw-3c5¼"-orp-mail—Steve Ryan ..... CNS
Quiz America—6tw-var-ocr—Patrick Reardon ..... SMP
Quote-Acrostic—S-17x6"-orp—Charles Preston ..... LAT
Revolutionary Revolving Puzzles—w-3c4"-mail-orp—
Merab Hoke ..... TWN
Rhyme Time—dexS-200-mail-orp—Cecil Fornstal ..... TWN
Ringaround Word Games—w-qpt-orp—Jack Fitch ..... OPS
Rock Trivia—w/tw-70-man-mail—James Riordan ..... RPT
Scrabble Grams—dS-20.6x5"-orp—Judd Hambrick ..... UFS
Scram-Lets—dS-2c4¾"-orp—Clay Pollan ..... MCN
Scramble Steps—w-var-man-ill—CJB, Jr. ..... BAS
Seek & Find—dexS-3½x4"-orp—DMR Company ..... CRO
7 Errors—w/S-ps-orp—W. Trag ..... SBP
Solve-A-Crime—w-500-orp—C. Gordon ..... SBP
Spanish Crossword Puzzle—d-2c-orp—Ramos ..... KFS
Spanish Crossword Puzzle—d-2c-orp—Ramos ..... KFS
Sports Flashback—dexS-10x3¾"-igp-mail ..... MUR
Sports Quiz-Cross—w-2c5½"-orp—Al Power ..... YPL
Sportscramble—S-2-4c-orp—Leo White ..... WHI
StarGazer—dS-2c4½"-orp—Clay Pollan ..... MCN
Starship—ds-hps-orp—Staff ..... TSS
Sunday Crossword—S-4c-orp—Eugene Maleska ..... NYT
Super Quiz—10tw-1colx3¾"-orp-mail ..... CNS
T D Contest—w-2c4"/4c6"-mail-orp—Games Inc. ..... TWN
TelePuzzle—w-2c-orp ..... UFS
Teleword—w-21x3½"-orp—Jo Ouellet ..... LAT
Test Your Horse Sense—7tw-100-mim-wire
Chester Allen Marshall ..... CTN
Test Your Humor—d/w-100-mail-orp—Herbert V. Prochnow ..... TWN
The Daily Crossword—6tw-2c9"-orp—Herb Ettenson, Editor ..... CTN
The Maze—dexS-2 col-orp-mail—Susan Wilson ..... WLS
The Mixer—dexS-2c3"-orp—Chance Anders ..... AR
The Name Game—cont-tpt-tps-qpt-qps-orp-mail—
Ken Hecht ..... NGC
The Sunday Crossword—S-pt-orp—Herb Ettenson, Editor ..... CTN
The Teaser—w-var-ocr-orp-mail—
R. Lee Simpson ..... BAL
The Youthful Viewpoint—w-1,000-mim—Lester Rand ..... YOU
Theme Crossword—w-33x5½"-orp—Staff ..... EF
Think Spot 3-in-1 Puzzle—21x3⅝"-orp ..... AF
Tigo Crossnumber Puzzle—dS-19x14"-orp—E. C. Marzo ..... WAR
Today's Crossword—d-2c8½"; S-3c12"-orp ..... UFS
Trivia—6tw-80-mim-mail—Chris Riley ..... CF
TriVia Teasers—w-2c-orp—Gene Herndon ..... UFS
Turnstile Testers—w-1c2"/2c4"-mail-orp—Denis Harrington ..... TWN
TV Crosswords—33x9½"-orp—Staff ..... EF
TV IQ—w-20.6x7"-orp ..... TVC
TV Puzzle—w-34.6x5½"-orp ..... TVC
TV Starscramble—S-2c8"-orp—Staff ..... WHI
TV Starscreen Puzzle—w-2c-pr—ill—Al Kilgore/Martin Linehan ..... UFS
TV Tangle—w-2c-orp—Gene Herndon ..... UFS
TV Teaser—w-33x5½"-orp—Staff ..... EF
TV Testpattern—w-22x9½"-orp—Staff ..... EF
VideoCross—w-2c-orp ..... UFS
Visage—w-3½x6"-orp—Don Burchett ..... CRO
Wheel of Fortune—d-1c2"/2c4"-mail-orp—Marvin Silvermintz ..... TWN
Where Are You Now—3tw-1col-ill-orp-mail—
Chuck Beebe/Dick Brumley ..... CNS
Whizword—d-20.3x6½": S-hpt-tps-orp-mail ..... CWF
Who Knows?—w-9½x6"-orp—Staff ..... EDC
Whozit—dexS-19x5"-orp—John Prinkey ..... FSF
Wishing Well—7tw-2c-orp ..... KFS
Wonderword—dS-21x3½"-hpt-tps-orp—Jo Ouellet ..... LAT

EDITOR'S COPY

National, historical, seasonal and current, non-partisan editorials to build image; 20 varied features. 1 price for all; exclusive in area.

SINCE 1926 1ST CHOICE

Edward H. Sims, Editor
Box 532 Orangeburg, S.C. 29115 • 803 534 1110
"Helping better papers
build better communities"

From coast to coast - and beyond . . .

OVER 5/3 MILLION NEWSPAPER READERS HAVE PLAYED

THE NAME GAME TM

The reader-participation feature with a phenomenal 'track record'

FEATURED IN

Newsday/N.Y.—plus a 2nd and 3rd series! . . . **Detroit News** . . . **Buffalo Courier-Express** . . . **San Antonio Light** . . . **Dallas Times Herald**—plus a 2nd series and an extended run! . . . Gannett Westchester (N.Y.) Newspapers **News**/Tarrytown, **Reporter Dispatch**/White Plains. **Standard-Star**/New Rochelle. **Herald-Statesman**/Yonkers. **Citizen-Register**/Ossining. **Item**/Port Chester. **Times**/Mamaroneck. **Argus**/Mount Vernon . . . **Albany (N.Y.)Knickerbocker News-Times Union** . . . **Herald-Examiner**/L.A.—plus an extended run and an almost-immediate 2nd series! . . . **Sun**/Toronto. Canada—26 weeks! . . . **Tribune**/Winnipeg, Canada . . . **El Mundo**/Puerto Rico . . . **Youngstown** (Ohio) **Vindicator** . . . **Post-Intelligencer**/Seattle . . . **News-Times**/Danbury, Conn. . . . **Register**/New Haven, Conn. . . . **Express**/Easton, Pa. . . .**Evening News**/Salem, Mass. . . . **Geelong Advertiser**/ Victoria, Australia . . . **etc. etc.**

- Whether you're planning a price boost (or trying to ease the backlash of one) . . .
- Just seeking to curb the local competition (including radio, TV and "Penny Saver" Shoppers) . . .
- Or simply to give your readers another "more than just the news" reason for every-day-of-publication purchase . . .

THE NAME GAME is *indisputably* "the best game in town" and your newspaper can be among the winners!

To start things happening—for your major in-paper promotion—request proven 'success stories', additional information and possible availability in your area.

THE NAME GAME CO., INC.

382 Central Park West / New York, N.Y. 10025 / Tel. (212) 222-9039

Word Cage —w-19x7½"-orp-mail —Tracy St. John ..... SF
Word Game —dS-300-mim-ocr-orp-mail-Lc-wire-tt-tape-tel — Kathleen Saxe ..... UFS
Wordplay —d-lc-orp ..... KFS
Word Sleuth —d-2c-orp ..... KFS
Words, Wit & Wisdom —6tw-500-mim-ocr-orp-1c-wire-tt-mail-tape-tel —William & Mary Morris ..... UFS
Wordy Gurdy —6tw-2c4½"-orp —Tricky Ricky ..... UFS
You Can Read Puzzles —w/S-ps-orp-ill —Walt Trag ..... SBP
Your Week Ahead —w-2c6"-orp —Dr. Damis ..... CSP
Zig Zag —2tw-2c5¼"-orp-mail —Steve Ryan ..... CNS

41-RADIO AND TELEVISION

Amory's People —tw-550-man-ocr-wire —Cleveland Amory ..... LAT
Animal Puzzles —w/S-ps-orp-ill —W.Trag ..... SBP
AP-TV Day Listing Service —d/w-var-orp-wire-mail-tape ..... CAS
Around & About Hollywood —w-600-igp-mail-orp —Eliza Ross ..... TWN
Assignment:Television —w-400-ocr —Terrence O. Flaherty ..... CHR
Beauty Tips From Hollywood —w-500-orp — Various Show Business Personalities ..... SBP
Better Living With The Stars —w-pt-man —Ruth Thompson ..... DIC
Cecil Smith Television Column —w-800-man-ocr-igp — Cecil Smith ..... LAT
Celebrities Laugh —w-qpt-orp-ill —Misc. Cartoons ..... OPS
Celebrities Speak —w-qpt-orp-ill —Misc. Authors ..... OPS
Celebrity Interviews —occ-600-mim-ocr-orp-Lc-mail-wire-tt-tel-igp-tape —Cindy Adams ..... WNS
Channel Chatter —w-500-mail-orp —Phyllis Maxwell ..... TWN
Children's Puzzles —w/S-ps-orp-ill —W. Trag ..... SBP
Cindy Says —w-600-orp-ill —Cindy Adams ..... UFS
Daytime Dial —tw-750-wire-ocr-mail —Lynda Hirsch ..... FNS
Dialing Around —w-pt-man —Ruth Thompson ..... DIC
Dick Kleiner —w-1,000-orp-tape-ocr-mail-wire-ill — Dick Kleiner ..... NEA
Entertainment Whirl —w-var-man —Chas. J. Brand ..... BAS
Famous Recipes —w-250/750-orp-igp-color —J. Sherrod ..... SBP
Footlights and Kleiglights —w-500-mail-orp —Ted Edwards ..... TWN
Gary Deeb —3tw-600-ocr-wire —Gary Deeb ..... CTN
***Hollywood** —6tw-orp-wire —Dorothy Treloar ..... KFS
Hollywood/Ask Dick Kleiner —w-600-ocr-orp-tape-mail-wire —Dick Kleiner ..... NEA
Hollywood Hotline —d-500-mim-ocr-orp-Lc-wire-tt-mail-tape-tel — James Bacon ..... NANA
Hollywood Interviews —w-ps-orp —Misc. Authors ..... OPS
In Depth —w/tw-800-man-mail —James Riordan ..... RPT
Inside TV —wknd-400-orp —Joey Sasso ..... MCN
Jack O'Brian —5tw-ocr-wire —Jack O'Brian ..... KFS
Jaundiced Eye —w-800-mail-orp —Mark Deitch ..... TWN
Knight News Wire —7tw-var-wire ..... CTN
Main Street —w-800-var-wire-telex-mail-phone —Ted Green ..... PWF
Marilyn Beck's Hollywood —8tw-600-mim-ocr-orp-Lc-wire-tt-mail-tape-tel-ill —Marilyn Beck ..... UFS
Marvin Kitman Show —sw-500-man-ocr —Marvin Kitman ..... LAT
Mazes —w/S-ps-orp —Various Cartoonists ..... SBP
Modern Etiquette —w-150-orp —Jane Sherrod ..... SBP
MODmor List —w-var-mim-mail —Sheldon Rose ..... JPS
Ms. Consumer —w-700-mail-orp —Georgia Jeffries ..... TWN
My Success Story —w-500/1000-orp —Various Famous Authors ..... SBP
***Now See Here** —4tw-ocr-wire —Bert Bacharach ..... KFS
Off Camera TV Column —w-600-2c10"-orp-ill ..... CAS
One on One TV Sports Column —w-600-2c10"-orp-ill ..... CAS
Pike Peeks —w-500-mail-orp —Charles Pike ..... TWN
Point of View —1tw-600-orp-mail-wire —Don Freeman ..... CNS
Prime Time Tips —w-600-man-ocr-wire-igp —Paul Henniger ..... LAT
Programmers Service —w-var-mim-mail —Sheldon Rose ..... JPS
Religious News Reporter —w-2700-mim-mail ..... RNS
Rockasters List —w-var-mim-mail —Sheldon Rose ..... JPS
Show Time —w-var-orp-ill —Staff ..... EF
Showbeat —w-600-ocr-orp-tape-mail-wire-ill — Dick Kleiner ..... NEA
Soap Opera Scene —w-ocr-ill-wire —Steven H. Scheuer ..... KFS
Star Interviews —w-500/1000-orp —June Finletter ..... SBP
Tech Talk —w-ocr-wire —Dick Cowan ..... KFS
Tee Vee Laffs —6tw-1c-orp —Cliff Rogerson ..... UFS
TelePuzzle —w-2c-orp ..... UFS
Television Highlights —w-pt —Francis M. Knox ..... DIC
Television in Review —d-var-wire —Joan Hannauer ..... UPI
Tele-Visions —w-500-xerox —Richard Hack ..... HRS
Test Pattern TV Crossword Puzzle —w-2c9"-orp-ill ..... CAS
The Christian Science Monitor News Service — 5tw-varies-igp-orp-ocr-wire ..... RTS
***The Gossip Column** —tw-igp-ocr-wire —Robin Adams Sloan ..... KFS
The Los Angeles Times/Washington Post News Service — d-var-tt-tel-wire ..... LTWP
The Private Eye —w-750-ocr-orp-tape-mail-wire-ill — David Handler ..... NEA
TriVia Teasers —w-2c-orp —Gene Herndon ..... UFS
Tune in Tomorrow —3tw-600-mim-ocr-wire-mail — Jon-Michael Reed ..... EF
TV Booklets —w-pt-hpt-hpv-orp —Bound copies ..... UFS
TV Booklets —w-pt-hpt-hps-hpv —TV Booklets ..... TVW
TV Color Separation —w-var-mail ..... TVD
TV Commentary —w-22½ x 5"-orp —Bente Christensen ..... EDC
TV Data Grids —ds-var-orp-wire-tt-mail-tape-tel ..... UFS
TV Data Local Listings —dS-var-orp-wire-tt-mail-tape-tel ..... UFS
TV Data Rolling Logs —dS-var-orp-wire-tt-mail-tape-tel ..... UFS
TV Dial-ogue —w-700-orp-ill —Pepper O'Brien ..... UFS
TV Features —dS-var-mail-wire-orp-ill ..... TVD
TV Film Source Service —an-bl-mail ..... UFS
TV From A Woman's Viewpoint —w-2c-6"-man-mim — Marcia Michels ..... AMF
TV Key Previews, Mailbag, Movie Reviews — 7tw-igp-ocr-wire —Steven H. Scheuer And Staff ..... KFS
TV Mailbag —1tw-300-orp-mail-wire —Thom Mead ..... CNS
TV Mailbag/Question/Answer —w-var-orp-ill ..... CAS
TV Parade —w-450-orp-mail —Joan Crosby ..... SF
TV People —w-600-orp-ill ..... UFS
TV Profile —w-var-wire —Vernon Scott ..... UPI
TV Scout —dS-var-mail-mim-wire-ill — Joan Crosby/Dick Kleiner/Pepper O'Brien ..... EF
TV Spotlight —w-10pt-orp-ill —Staff ..... EF
TV Spotlight Features —w-var-mim-ocr-orp-1c-wire-tt-mail-tape-tel ..... UFS
TV Spotlight Photos —w-var-orp-ill ..... UFS
T.V.Q. —w-500-mim —Jerry Appleton ..... TSS
TV Star Scene —w-700-orp-ill ..... UFS
TV Starscreen Puzzle —w-2c-orp-ill —Al Kilgore/Martin Linehan ..... UFS
TV Supplements —w-pt-hpt-hpv-orp-bound copies ..... UFS
TV Supplements —w-pt-hpt-hps-hpv-orp —TV Supplements ..... TVW
TV Tangle —w-2c-orp —Gene Herndon ..... UFS
TV Tattle —w-700-orp-ill —Joan Geoghegan ..... UFS
TV Time/TV Day (Features Service) —w-var-orp ..... CAS
TV Time/TV Day (Magazine Service) —w-var xerox ..... CAS
TV Time Previews —dS-600-mim-ocr-orp-Lc-wire-tt-mail-tape-tel —Dan Lewis ..... UFS
TV Timeline Gossip Column —w-500-2c10"-orp-ill ..... CAS
TV Today —dS-700-wire —Bernie Harrison ..... WSS
TV View —dS/w-pt-orp —Francis M. Knox ..... DIC
TV Week Features —w-var-orp-ill ..... UFS
TV Week Photos —w-2c-orp-ill ..... UFS
U-Bild —w-200-ocr-igp —Steve Ellingson ..... UB
Various Titles —occ-500/700-ocr-mail-wire —Don Freeman ..... CNS
Various Titles —w-2500-igp/color xerox-mail —Colin Dangaard ..... INF
VideoCross —w-2c-orp ..... UFS
Video Vignettes —w-2c5"-mim —Marcia Michels ..... AMF
View —dS/w-pt-orp —Frances M. Knox ..... DIC
Voice of Broadway —5tw-Lc-ocr-wire —Jack O'Brian ..... KFS
Watching TV —w-20 x 5¾"-acr-orp-mail —Richard Sullivan ..... BAL
What Life Has Taught Me —w-500/1000-orp — Various Celebrities ..... SBP
What's Happening In Radio & Television —we-var-man-orp-mail —Michelle McGarrett ..... RBN
You, Your Child, and Entertainment —w/tw-500-mim — David Nydick ..... DAN

42—RELIGION

A Little Prayer —dS-11 x 1½"-orp —Mary Alice Bennet ..... AF
Altar Stairs —dS-150/2c4"-mim —Dr. John Kirkpatrick ..... HPS
Baptist Press Features —deS-var-mim —James Lee Young ..... BAP
Between You and Me —w-600-mim —Boris Smolar ..... JTA
Bible Crostic —S-21.5 x 6"-orp —Ray Helle ..... HEL
Bible Verse —w-10 x 2"-orp —Jack Hamm ..... SM
Bishop Sheen Writes —w-800-mim-wire —Bishop Fulton J. Sheen ..... WSS
Candle and Mirror —d-100-mim —Fred Dodge ..... MM
Church Page —w-4c-orp —Gus Wood ..... MOR
Commentary —w-300-mim ..... SAF
Country Parson —deS-1c4"-orp —Frank Clark ..... RTS
Daily Bread —dS-300-man-ocr —Rev. A. Purnell Bailey ..... LAT
Daily News Reports —5tw-17,500-mim-mail —Staff ..... RNS
Faithfully Yours —3tm-1000-man-mail —Rev. N.R.H.Moor ..... MCF
Foresight —m-var-mim —Rev. W.A. Heins ..... HEI
Good News From The Bible —w-4c3½"-orp —Staff ..... CSP
Happier Living —w/300-xerox —Phyllis Mitchell ..... MIT
Heins Religious News Service —w-150-mim — Rev. W. A. Heins ..... HEI
Inside Religion —wknd-400-mim —Rev. Lester Kinsolving ..... MCN
Insight & Inspiration —w-150-mail-orp —Various Authors ..... TWN
It's Possible —5tw-150; S-500-ocr-orp-tape-mail-wire — Rev. Robert Schuller ..... NEA
It's Your Life —5tw-250-orp —Rev. John Catour ..... MCN
Jewish Quiz Box —w-400-mim —Rabbi Samuel J. Fox ..... JTA
Know Your Faith (Adult Rel. Ed.) —w (5/6 articles-600/750 each) igp-wire—Various Authors ..... NCF
Let's Talk —1tw-450/460-orp-mail-wire —Rev. Lee Truman ..... CNS
Light Your Own Candle —w-600-mail-orp —Gerta Kay ..... TWN
Living Scriptures —w-3c-33 x 6¾"/2c-22 x 4½"-orp —Jack Hamm ..... SM
Living Words —w-20 x 8"-acr-orp-mail —Robert Silvio ..... BAL
Meditation for Self-Improvement —w-450/750-mail-orp — Dr. Ishwar C. Sharma ..... TWN
Memo To Caesar —deS-sea-1c8"-mim —D. K. Woodman ..... HPS
Mini-Prayer —d-2/3 sent-man-mail —Rita Harper ..... HAC
Miracle of Faith —w-600-mail-orp —Gertrude Katz ..... TWN
My Answer —7tw-300-ocr-wire —Billy Graham ..... CTN
News Releases —occ-var-xerox —Staff ..... LUT
News Stories/Features/Photos —dex sat/S-mail ..... BAP
Panorama —w-500-mim —David Schwartz ..... JTA
Parson Jones —wknd-300-orp —Rev. Jones ..... MCN
Photo Service —5tw-igp-mail—Staff ..... RNS
Photographs —occ-var-igp —Staff ..... LUT
Phyllis Mitchell's Column —w/900-xerox —Phyllis Mitchell ..... MIT
Point of View —m-500-mim —Morton J. Gaba ..... SAF
Power of Faith —w-250-orp —Woodi Ishmael ..... APN
Pungent Prayer —w-21 x 7"-orp —Phil E. Pierce ..... PUN
Question Box —w-var-wire-mail —Father John Dietzen ..... NCF
Religion and the Times —w-750-xerox —Jesse H. Morrell ..... MER
Religion In America —w-var-wire —David Anderson ..... UPI
Religion in Review —w-2,700-mim-mail —Staff ..... RNS
Religion —1tw-550/700-ocr-orp-mail-wire —Various Authors ..... CNS
Religious Drawings —w-24 x 4½"/33 x 6½"-orp-mail —Jack Hamm ..... REL
Religious News Reporter —w-2,700-mim-mail —Staff ..... RNS
Silver Lining —w-300-mim —Rabbi Samuel Silver ..... SAF
Sing No Sad Song —w-600-mail-orp —Maxine Jensen ..... TWN
60 Second Sermons —5tw-200 mim —Fred Dodge ..... MM
Strength For The Day —6tw-125-mim-mail —Elisha Douglass ..... CF
Sunday School Lesson —w-650-mim-mail —Elisha P. Douglass ..... CF
Sunday School Lesson —m(4/5)-22 9½"-orp — Mrs. J. R. Waller ..... EDC
Support The Church —w-5c13¾"/4c10½"/3c8¾"-orp — G. Walton Lindsay ..... KEA
Terse Verse —w/S-ps-orp —Anthony Carter ..... OPS
The Illustrated Bible —w-4c-ill-orp ..... KFS
The Jewish Future —w/S-500/750-xerox-mail— Alan Carube ..... INP
The Los Angeles Times/Washington Post News Service — d-var-tt-tel-wire ..... LTWP
The Week in Religion —w-1,000-mim-mail —Staff ..... RNS
The Word of God —2ty-½"/1"-mail —Various ..... PRB
Things that Matter —w-700-mim-ocr-orp-Lc-wire-tt-mail-tape-tel —George Plagenz ..... UFS
Truth For Today: Let's Ask the bible —5tw/w-400-mim — A.G. Van Campen ..... GLS
2 Minute Meditation —w-150-orp —A. Blake ..... SBP
What Life Has Taught Me —w-500/1,000-orp —Various Celebrities ..... SBP
Year in Religion —an-3,000-mim-mail —Staff ..... RNS
You In the Church-The Church In You —w-var-ill-orp ..... WIL
Your Life and Mine —d/w/m-300-xerox —Phyllis Mitchell ..... MIT

43-RETIREMENT; SENIOR CITIZENS; VETERAN AFFAIRS

A Time To Live —w-600-ocr-wire —Bob Walton ..... UNP
At Your Service —w-var-mim —Staff ..... ARM
Dear Senior Citizen —w-500/600-mim —Margaret Hansen-Sturm ..... MHS
Eat & Grow Younger —24 part series-2c15"-orp-ill —Lelord Kordel ..... SPE
Eat Right & Live Longer —12 part series-3c10"-orp-ill — Lelord Kordel ..... SPE
Eat Your Troubles Away —15 part series-2c15"-orp-ill — Lelord Kordel ..... SPE
Feel Young Again —24 part series-3c10"-orp-ill —Lelord Kordel ..... SPE
Golden Years —w-700-man-ocr-wire —Tom Collins ..... LAT
Growing Older —w-500-orp-tape-ocr-mail-wire — Lou Cottin, Harold Blumenfeld ..... NEA
Growing Older With Sidney Ascher —w-650-xerox —Sidney Ascher ..... ASC
Harvest Time of Life —sm-300/350-mim —Charles Rehns ..... REH
Heartline —tw-500-ocr-wire-mail —Charles Musick ..... FNS
Mainly For Seniors —1tw-400/600-orp-mail-wire —John T. Watts ..... CNS
Mature World —w-500-mail-orp —Helen Lund ..... TWN
More For Your Money —4tm-300-2c6"-orp-xerox-mail —Mike LeFan ..... LEF
Prime Time —w-750-orp-mail —Cy Brickfield ..... ARP
Senior Citizens Corner —w-2c3"-orp-ill —Patrick Dudgeon ..... CSP
Senior Forum —5tw-400-man-ocr —Tom Collins ..... LAT
Senior on the Hill —m-var-xerox-mail —Bob Westgate ..... DPR
Senior Update —w-450-orp-mail —Vivienne Bodeau ..... SF
Stay Alive Longer —21 part series-2c15"-orp-ill —Lelord Kordel ..... SPE
The Los Angeles Times/Washington Post News Service — d-var-tt-tel-wire ..... LTWP
The Years Ahead —m-25 x 25"-orp ..... TVC
Thought In Passing —w-350-mail-orp —Charles Cuppett ..... TWN
Time Of your Life —3tw-700-mim-ocr-orp-1c-wire-tt-mail-tape-tel —Jack Smith ..... UFS
Years Ahead —w-600-mim-ocr-orp-Lc-wire-tt-mail-tape-tel — Ghita Levine ..... WNS
Your Social Security —1tw-350-orp-mail-wire ..... CNS

44-SERIALS

A Season in the Sun —cont-6,500-ocr-ill —Roger Kahn ..... SMP
American Hunger —cont-2,925-ocr-ill —Richard Wright ..... SMP
America's Runaways —cont-5000-mim —Christine Chapman ..... JPS
Assertive Black . . . Puzzled White —cont-3,250-ocr-ill — Donald Cheek ..... SMP
Best Sellers (Fiction & Non Fiction) —w-hps-pt-orp/book form — Various Authors ..... SBP
Black College Series —cont-6,150-ocr-ill — Staff of the Atlanta Constitution ..... SMP
Black Culture & Black Consciousness —cont-2,600-ocr-ill — Lawrence Levine ..... SMP
Black Genealogy —cont-2,600-ocr-ill —Charles Blockson ..... SMP
Book Digest —w-ps-orp-ill —Misc. Authors ..... OPS
Books-into-Serials —cont-man —Various Authors ..... CHA
Call the Final Witness —cont-2,600-ocr-ill — Melvyn Bernard Zerman ..... SMP
Certain People: America's Black Elite —cont-6,500-ocr ill — Stephen Birmingham ..... SMP
Christmas Stories —w-250/2,000-orp —Various Authors ..... SBP
Code Name Zorro:The Murder of Martin Luther King, Jr. — cont-2,600-ocr-ill —Mark Lane/Dick Gregory ..... SMP
Days When The Animals Talked —cont-4,550-ocr-ill — William Faulkner ..... SMP
Eat and Grow Younger —24 part series-2c15"-orp-ill — Lelord Kordel ..... SPE
Eat Right & Live Longer —12 part series-3c10 —orp-ill — Lelord Kordel ..... SPE
Eat Up and Slim Down —14 part series-3c10"-orp-ill— Lelord Kordel ..... SPE
Eat Your Troubles Away —15 part series-2c15"-orp-ill — Lelord Kordel ..... SPE
Etc. Service —cont-var-man-ocr-wire ..... LAT
Famous Short Stories —w-250/2,000-orp —Various Authors ..... SBP
Feel Young Again —24 part series-3c10 orp-ill —Lelord Kordel ..... SPE
How Not To Split Up —cont-10,000-ocr —Jane & William Appleton ..... DDS
Job Hunting Secrets & Tactics —cont-9,200-ocr — Kirby W. Stanat/W. Patrick Reardon ..... SMP
Make People Like You —18 part series-3c10"-orp-ill —Lelord Kordel ..... SPE
My Life With Raquel Welch —4 parts/2,500 each xerox/mail — John Austin/Patric Curtis ..... HIS
Our Vanishing Liberties —15 part series-3c10"-orp-ill — Omar V. Garrison ..... SPE
Reader Specials —m-ill-ocr-wire —Various Authors ..... KFS
Spotlite Service —w-1 to 7 parts-var-ocr-orp-Lc-ill-wire-tt-mail-tel ..... UFS
Stay Alive Longer —21 part series-2c15"-orp-ill —Lelord Kordel ..... SPE
The Camera Never Blinks —cont-1,400-ocr — Dan Rather/Mickey Herskowitz ..... SMP
The Devil's Music —cont-1,300-ocr-ill —Giles Oakley ..... SMP
The Legacy of the Blues —cont-2,600-ocr-ill —Samuel Charters ..... SMP
The Male Mid-Life Crisis —cont-7,500-ocr —Nancy Mayer ..... DDS
The Rolling Stone Premium Service —occ-ocr-wire ..... KFS
Travels Around America —cont-2,000-ocr-ill —Harrison Salisbury ..... SMP
***True Grimes & Mysteries Series** —w-1c-ill —W. T. Brannon ..... KFS
Witness in Philadelphia —cont-3,900-ocr-ill ..... SMP
Zane Grey's Best Short Stories & Books —w-ps-orp ..... OPS

45—SHORT STORIES

Best Sellers (Fiction & Non-Fiction) —w-hps-pt-orp/book form — Various Authors ..... SBP
Book Digest —w-ps-orp-ill—Misc. Authors ..... OPS
Christmas Stories —w-250/2,000-orp—Various Authors ..... SBP
Famous Short Stories —w-250 2,000-orp —Various Authors ..... SBP
Five For Fiction —w-750-orp-mail-Various Authors ..... BPL
5 Minute Mysteries —w-500-orp —C. W. Walker ..... SBP
Love Story —6ty-600-mail-orp —Faye Engler ..... TWN
Solve A Crime —w-500-orp—C. Gordon ..... SBP
Storiettes —w-500-man —Dr. A. P. S. Sweet ..... FNI
***True Crimes & Mysteries Series** —w-1c-ill —Wm. T. Brannon ..... KFS
Two Minute Mysteries —300-mim —Sonald J. Sobol ..... TM
Weekly Short Stories —w-ps-qpt-orp —Misc. Authors ..... OPS
Zane Grey's Best Short Stories & Books —w-ps-orp ..... OPS

46—SPECIAL PAGES AND FEATURES

A Woman's View of Foreign Affairs —w-800-man-mail-igp —Trud Mulcahy Howard ..... HOW
All About Town —w-var-man —Nina Diamond ..... DIA
Assignment: America —tw-ocr-wire —Phyllis Batteile ..... KFS
Best of Press —w-9½"x7"-orp —Staff ..... EDC
Christmas Stories —w-250/2,000-orp —Various Authors ..... SBP
City Editor's Tip Service —w-600-man —John Clift ..... LAT
Editorials —w-1½pt-orp —Staff ..... EDC
Etc. Service —cont-var-man-ocr-wire ..... LAT
Exploring Other Dimensions —w-500-man —David Graham ..... GRA
Holiday Preparedness —ind-var-orp —Staff ..... NEA
International Decade of Women & Its Hidden Politics — 2-1,500-mim-ocr-igp —Trudy Mulchay Howard ..... HOW
It's On the Tip Of My Tongue —w-150-mail-mim —Dan Carlinsky ..... EF
Karen Ann —cont-10,000-ocr-igp —J. & J. Quinlan ..... DDS
Knight News Wire —7tw-var-wire ..... CTN
Medical News and Features —w-var-xerox-mail —Staff/Freelance ..... IMTS
Medicine and the Law —w-350/400-xerox-mail — Neil L. Chayet, J. D. ..... IMTS
Mini Column —occ-800-ocr-orp-tape-mail-wire-ill — Various Authors ..... NEA
More For Your Money —4tm-300-2c6"-orp-xerox-mail — Mike Le Fan ..... LEF
New Times Magazine —sm-var-xerox-ocr —Various Authors ..... NYT
News-In-Color —occ-var-orp-ill —Staff ..... NEA
Old Farmer's Almanac —w-750-mim-ocr-orp-Lc-wire-tt-mail-tape-tel ..... UFS

FOR THE FINEST IN TV LISTINGS AND FEATURES

8:00 ❷ GOOD TIMES
An elderly neighbor comes to dinner and brings a main course which the Evans family assumes is made from pet food. (R)

❹ ADAM-12
"Something Worth Dying For" Part II. Reed is awarded the Medal of Valor by Los Angeles Police Chief Ed Davis (playing himself). Back on the job after recovering from his wounds, Malloy learns that Reed is considering taking a desk job. (R)

❼ HAPPY DAYS
"Richie's Flipside" Richie becomes a teenage disc jockey and irritates his friends with his new rock and roll image. (R)

8:28 ❷ BICENTENNIAL MINUTES

8:30 ❷ M*A*S*H
Henry has a difficult job -- finding three volunteers to go to work at a medical aid station currently under enemy fire. (R)

❹ NBC WORLD PREMIERE MOVIE
"The Imposter" Paul Hecht, Nancy Kelly. An ex-army intelligence officer accepts $5,000 to impersonate a man targeted for assassination and, as a result, becomes involved in a conspiracy to loot a land development company.

❼ TUESDAY MOVIE OF THE WEEK
"Isn't It Shocking" Alan Alda, Louise Lasser. When elderly citizens in a sleepy New England town begin to die mysteriously, the inexperienced sheriff is confronted with an ingenious killer and some very odd goings-on.

9:00 ❷ HAWAII FIVE-O
"Bomb, Bomb, Who's Got The Bomb?" Notes threatening the life of the State Senate Crime Committee Chairman bring Steve McGarrett into the investigation. William Windom guest stars. (R)

10:00 ❷ BARNABY JONES
"Doomed Alibi" Guest star Monte Markham plays a duel role as a small-time disc jockey and a fading Western star who uses his radio look-a-like to provide him with an alibi that permits him to commit murder. (R)

❹ POLICE STORY
"Captain Hook" David Birney stars as a handicapped officer in this drama based on the true story of a Los Angeles policeman's struggle to continue doing field duty after losing his hand in a bomb explosion. (R)

❼ MARCUS WELBY, M.D.
"The 266 Days" Consuelo, nurse-receptionist to Drs. Welby and Kiley, takes a brief leave of absence to head the obstetrical care team for pregnant women at the Family Practice Center and is called upon to deliver a baby amid unexpected circumstances. (R)

11:30 ❷ THE CBS LATE MOVIE
"10 Rillington Place" 1971 Richard Attenborough, Judy Geeson. Constable John Reginald Christie lures a young girl to his flat, strangles and buries her, and prepares to once again satisfy his obsession for killing. Based on actual events occurring in London during the blackout of 1944.

❹ THE TONIGHT SHOW
Guest Host: John Denver.

❼ ABC WIDE WORLD OF ENTERTAINMENT
Wide World Mystery: "The Book of Murder" Fritz Weaver, Louise Latham. An eccentric author invites all his former wives to his home where he explains that they are all being blackmailed in his new book and the gathering quickly proves fatal to the author. (R)

(OTHER POINT SIZES, FORMATS, AND TYPE STYLES AVAILABLE UPON REQUEST)

COMPULOG T.M.

TV Compulog Services Inc.

'THE LARGEST PRODUCER OF TV LISTINGS IN THE COUNTRY'

670 FRANKLIN AVENUE
NUTLEY, NEW JERSEY 07110
(201) 661-0700

210 NORTH PASS
BURBANK, CALIFORNIA 91505
(213) 843-3323

One Man . . . And Medicine —w-400/500-xerox-mail—Arthur M. Sackler, M.D. ..... MTS
People Etc. —S-3qpt-orp ..... MIA
People Page —2tw-pt-ocr-orp-tape-mail-wire-ill —Staff ..... NEA
Picture Show —(sat.)-ps-orp-igp —Staff ..... APN
Prof. Weatherwise —sea-2¼"x7½"-orp-mail —Rick Wilson ..... WLS
Random Time Machine —w-1,000-mim-mail —Doane Hoag ..... CF
Reader Specials —m-ill-ocr-wire —Various Authors ..... KFS
Rolling Stone —tw-igp-ocr-wire —Rolling Stone Staff ..... KFS
Single Parent on the Hill —m-var-xerox-mail —Bob Westgate ..... DPR
Synergy '78 —exS-1500-ocr-ill-wire-mail ..... FNS
The Bermuda Triangle —cont.-10,000-ocr —Charles Berlitz ..... DDS
The Mini Page —w-4pt. S-ps-orp —Betty Debnam ..... UNP
The Rolling Stone Premium Service —occ-ocr-wire ..... KFS
The Shroud Of Turin —cont-7,500-ocr-igp —Ian Wilson ..... DDS
The Sunday Times of London Service —w-igp-ocr-wire ..... KFS
***True Crimes & Mysteries Series** —w-1c-ill —Wm. T. Brannon ..... KFS
TV Booklets —w-pt-hpt-hps-hpv-orp ..... TVW
TV Booklets —w-pt-hpv-hpt-hps-orp-bound copies ..... UFS
TV Spotlight Features —w-var-mim-ocr-orp-lc-wire-tt-ill-mail-tape-tel ..... UFS
TV Spotlight Photos —w-var-orp-ill ..... UFS
TV Supplements —w-pt-hpt-hps-hpv-orp —TV Supplements ..... TVW
TV Supplements —w-pt-hps-hpt-hpv-orp-bound copies ..... UFS
TV Week Features —w-var-orp-ill ..... UFS
TV Week Photos —w-2c-orp-ill ..... UFS
Uncommon Conversations —w-800-ocr-igp-wire —Phil Nobile ..... UNP
US Magazine —sm-var-man —Various Authors ..... NYT
What's Up —w-pt-ocr-orp-tape-mail-wire-ill —Staff ..... NEA

47—SPORTS—SPECTATOR

Billy Casper's Golf —2tw-2c-orp-ill —Billy Casper ..... UFS
Bowling Tips —3tw-2c-orp-ill —Dick Weber/Patty Costello ..... UFS
Champion Athlete —d/w-500-mail-orp —John Unitas and George B. Dintman ..... TWN
College Basketball Forecast —w/sea-hot-qpt-qph-var-orp —Mort Olshan ..... MOS
College Basketball Ratings —w/sea-hpt-qpt-qph-var-orp —Mort Olshan ..... MOS
College Football Forecast —w/sea-hpt-qpt-qph-var-orp —Mort Olshan ..... MOS
College Football Power Ratings —w/sea-hpt-qpt-qph-var-orp —Mort Olshan ..... MOS
***Comment on Sports** —w22½x4½"-orp —Pete Fritchie ..... EDC
Computer Picks The Pros —sea-w-375-wire-mail —Steven Skiena ..... COM
***Curt Gowdy's Fish and Game Tips** —w-4c-orp —Curt Gowdy ..... KFS
Daily Racing Form Concensus —6tw-700-wire ..... CTN
David Israel —3tw-600-ocr-wire —David Israel ..... CTN
Dick Dunkel's College Basketball Index —w-sea-33x9½"/100-orp-mail —Dick Dunkel ..... DSR
Durslag Sports Column —5tw-ocr-wire —Melvin Durslag ..... KFS
Golf Cartoons —w-qpt-orp-ill —Misc. Authors ..... OPS
***Gunner** —d-4c-orp —Alfredo Grassi/Lucho Olivero ..... KFS
H R Contest —w-2c4"/4c6"-mail-orp —Games, Inc. ..... TWN
Inside Auto Racing —3tw-500-mim —Don O'Reilly ..... AU
Inside Sports —w-sea-700-mim —Stan Fischler ..... TSS
Jews In Sports —sm-500-mim —Haskell Cohen ..... JTA
Jim Murray Column —5tw-800-man-ocr-wire —Jim Murray ..... LAT

Jimmy The Greek —tw-500/5tw-var-wire —Jimmy Snyder ..... FNS
Joan Ryan Column —sw-750-wire-xerox-mail —Joan Ryan ..... WPW
Just Ask Murray Olderman —w-600-ocr-tape-mail-wire-ill —Murray Olderman ..... NEA
Keeping Score —w-20x8"-acr-orp-mail —Jim "Lefty" Lazuski ..... BAL
Knight News Wire —7tw-var-wire ..... CTN
Latest Line —7tw-700-telex-wire —Jim McCarthy ..... CTN
Le Pacini On the Spo(r)t —w-1,000-xerox-mail —Le Pacini ..... LEP
Mickey Charles —dS-300-wire —Mickey Charles ..... EF
Milt Dunnell —3tw-500-mim —Milt Dunnell ..... TSS
Motorcade USA —w-500-mim —Don O'Reilly ..... AU
N.B.A. Tipoff —w2c/3c-orp-ill —N.B.A. ..... UFS
NFL Game Plan —w-3c4"/5c2"-orp-ill ..... UFS
Olderman's Features —occ-1,000-ocr-orp-tape-mail-wire-ill —Murray Olderman ..... NEA
One-Lining Sports —w-75-xerox-mail —Le Pacini ..... LEP
1-Minute Sports Quiz —w-10x2"-orp —Staff ..... EDC
OTB-Las Vegas Track Line —w-200/400-xerox-mail—Harvey Greenfield ..... GRN
Palmer Method —2tw-2c-orp-ill —Arnold Palmer ..... UFS
***Play Better Golf with Jack Nicklaus** —tw-4c-orp-ill—Jack Nicklaus ..... KFS
Pro Basketball Forecast —w/sea-hpt-qpt-qph-var-orp—Bill Lee ..... MOS
Pro Basketball Ratings —w/sea-hpt-qpt-qph-var-orp—Bill Lee ..... MOS
Pro Football Forecast —w/sea-hpt-qpt-qph-var-orp—Mort Olshan ..... MOS
Racing World —w-700-ocr —Harvey Shapiro ..... ASI
Rocket Shots —3tw-2c4½"-orp-ill —Rod Laver ..... UFS
Rules of Golf —m-750-man —Norman A. Meyers ..... MEY
So What? —sea-var-xerox-mail —Le Pacini ..... LEP
Soccer —3tw-500-mim-tt-telex-mail —Joe Marcus ..... SCI
Speaking of Sports —1tw-var-orp-mail —Various ..... CNS
Special Moments in Sports —w-300-xerox-mail —Le Pacini ..... LEP
Sport & Recreation —occ-250-man —Irma Ganz Miller ..... SA
Sportin' Life—The Week That Was —w-2c4"-mail-orp —Denis Harrington ..... TWN
Sports Cartoons —tw-2c-orp —Alan Mayer ..... KFS
Sports Hot Line —bw-600-ocr-wire—Mickey Herskowitz and Steve Perkins ..... UNP
Sports Parade —d-var-wire —Milton Richman ..... UPI
Sports . . . Postpaid —m-250-man —Irma Ganz Miller ..... SA
Sports Profile For The Week —d/w-var-orp ..... TVC
Sports Quiz —5tw-1c3"-¾"-orp —Dick Wright ..... MCN
Sports quiz-Cross —w-2c5½"-orp —Al Power ..... YPL
Sports Rules —d-500-man —Darnell Gary ..... DAR
Sports Scene —eom-500-man —Lee James ..... SA
Sports Scene —3tw-1000-Lc ocr-orp —Jimmy McDonald ..... MCF
Sports Stories —w-750-ocr-orp-tape-mail-wire-ill —Howard Siner ..... NEA
Sports Unlimited —1tw-var-orp-mail —Various ..... CNS
Sportsville —d-1c2"/2c4"-mail-orp —Thomas E. Moran ..... TWN
***Stan Smith's Tennis Class** —tw-4c-orp —Stan Smith ..... KFS
Taking A Chance —w-600/800-xerox —Ron Reichart ..... RJR
TD Contest —w-2c4"/4c6"-mail-orp —Games, Inc. ..... TWN
Teddy & Terry —dexS-4c2"-mail-orp —Robert Frederico ..... TWN
Tennis Cartoons —w-qpt-orp-ill —Earl Engleman ..... SBP
The Black Athlete —occ-1,500-ocr —Jeff Meyers ..... SMP
The Bob Harmon Football Forecast —w-sea-6½x10"-orp—Bob Harmon ..... HFF
The Chargers —dexS-4c2"-mail-orp —Ross F. Bunch ..... TWN
The Los Angeles Times/Washington Post News service—d-var-tt-tel-wire ..... LTWP
The Steam Room —3tw-400-xerox-mail —Bud Furillo ..... IPS
Tips From the Tour —w-600-lc-ill —Arnold Palmer ..... UFS
Tomorrow Scores —w-500-man —Darnell Gary ..... DAR
Turf Tips —d/w-500-mail-orp —Ronald J. Reichart ..... TWN
TV Week Ahead Sports —d/w-var-orp ..... TVC
Various Titles —occ-500/700-ocr/mail-wire —Jack Murphy ..... CNS
You, Your Child, and Sports —w/tw-500-mim —David Nydick ..... DAN
Young Ideas —5tw-700-Lc-orp-wire —dick Young ..... CTN

48—SPORTS—PARTICIPATION
(See also "Outdoors"—Classification No. 34)

A Child Learns To Swim —sea-2cx6"-orp —Staff ..... TSS
Along The Camping Trail —fn-600-orp-mim —The Bascomes ..... BA
Billy Casper's Golf —2tw-2c-orp-ill —Billy Casper ..... UFS
Bowling Tips —3tw-2c-orp-ill —Dick Weber/Patty Costello ..... UFS
Champion Athlete —d/w-500-mail-orp —Johnny Unitas/George B. Dintiman ..... TWN
Chuck Chandler's Best Bets —wknd-6½x31½"-orp ..... MCN
Clip-A-Tip —w-1c2"/2c4"mail-orp —Elton Dorval ..... TWN
***Curt Gowdy's Fish & Game Tips** —w-4c-orp —Curt Gowdy ..... KFS
Dr. Jock —w-800-ocr-wire —Dr. David Bachman ..... CTN
Durslag Sports Column —5tw-ocr-wire —Melvin Durslag ..... KFS
First One In —1tw-250-ill-orp-mail-wire —Ed Colkina ..... CNS
Golf Cartoons —w-qpt-orp-ill —Misc Authors ..... OPS
Good Boating —w-350-mim-mail —John Lynker ..... JPS
Hitting the Slopes —w-500-man-igp-mail —J. Bock ..... BRK

Hockey For Minors —sea-2cx6"-orp —Staff ..... TSS
How To Take The Fun Out Of Golf —w-var-orp —Dick Harris ..... HAA
How To Take The Fun Out Of Skiing —w-var-orp —Dick Harris ..... HAA
How To Take The Fun Out Of Tennis —w-var-orp —Dick Harris & Dave Kohl ..... HAA
Jamie The Greek —1tw-300-orp —Jamie Lampidis ..... MCN
Knight News Wire —7tw-var-wire ..... CTN
NBA Tip-Off —w-2c/3c-orp-ill ..... UFS
NFL Game Plan —w-3c-4½"/5c2"-orp-ill ..... UFS
Novel Oddities —d/w-2c4"-mail-orp —Ed Wilkins ..... TWN
Palmer Method —2tw-2c-orp-ill —Arnold Palmer ..... UFS
Pedal Pushers —w-400-mail-orp —Jaroslav Woycecho ..... TWN
***Play Better Golf with Jack Nicklaus**—tw-4c-orp-ill —Jack Nicklaus ..... KFS
Pro Tips —sea-2cx5"-orp —Staff ..... TSS
Rocket Shots —3tw-2c/4½"-orp-ill —Rod Laver ..... UFS
Rules of Golf —m-750-man —Norman A. Meyers ..... MEY
Run For Your Life —cont-5,000-ocr —Dr. Art Mollen ..... DDS
Ski Like The Experts —w-500-man-igp-mail —J. Bock ..... BRK
Skiing —w-2c-orp-ill —Jean-Claude Killy ..... UFS
Soccer Shots —w-350-man —Irma Ganz Miller ..... SA
Speaking Of Sports —1tw-var-orp/mail-wire—Various Authors ..... CNS
Sport & Recreation —occ-250-man —Irma Ganz Miller ..... SA
Sportin Life—The Week That Was —w-2c4"-mail-orp—Denis Harrington ..... TWN
Sports Cartoons —tw-2c-orp —Alan Mayer ..... KFS
Sports File —w-19.6x9½"-orp ..... TVC
Sports Flashback —dexS-10x3¾"-igp-mail —Clifton H. Murlin ..... MUR
Sports From The Pressbox —wknd-300-orp —Red Lakeland ..... MCN
Sports Of The Times —4tw-750-wire —Dave Anderson ..... NYT-NS
Sports Of The Times —4tw-750-wire —Red Smith ..... NYT-NS
Sports I.Q. —w-19.6x7"-orp ..... TVC
Sports . . . Postpaid —m-250-man —Irma Ganz Miller ..... SA
Sports Profile —w-12x9¾"-orp ..... TVC
Sports Scene —eom-500-man ..... SA
Sports Unlimited —1tw-var-orp/mail —Various Authors ..... CNS
Sportsman's Digest —6tw-11x4½"-orp-ill —Hal Sharp ..... LAT
***Stan Smith's Tennis Class** —tw-4c-orp —Stan Smith ..... KFS
Teaching Pro —tw-21x4½"-orp-ill —Don Leary ..... LAT
Teddy & Terry —dexS-4c2"-mail-orp —Robert Frederico ..... TWN
Tennis Anyone? —w-500-mail-orp —Dyke Hendrickson ..... TWN
Tennis Cartoons —w-qpt-orp-ill —Earl Engleman ..... SBP
The Los Angeles Times/Washington Post News Service—d-var-tt-tel-wire ..... LTWP
Tips From The Tour —w-600-lc-ill —Arnold Palmer ..... UFS
Turnstile Testers —w-1c2"/2c4"-mail-orp —Denis Harrington ..... TWN
TV Key Previews, Mailbag, Movie Reviews—7tw-igp-ocr-wire —Steven H. Scheuer ..... KFS
Various Titles —occ-500/700-ocr-mail-wire —Jack Murphy ..... CNS

49—TELEVISION PROGRAM LISTINGS

Cosmic Signs —w-20x10"-orp ..... TVC
Kid Stuff —w-47.6x10"-orp ..... TVC
PBS in The Spotlight —w-19.6x10"-orp ..... TVC
Sound Country —w-9.6x21"-orp ..... TVC
Sports File —w-19.6x9½"-orp ..... TVC
Sports I.Q. —w-19.6x7"-orp ..... TVC
Sports Profile For The Week —d/w-var-orp ..... TVC
Talking About TV —w-19.6x10"-orp ..... TVC
Tele-Log —dS-var-Rolling log grid-orp —TV Listing Service ..... EF
The Week Ahead Movies —d/w-var-orp ..... TVC
TV Booklets —w-var — ..... TVD
TV Booklets —w-pt-hpt-hpv-orp —TV Booklets ..... TVW
TV Booklets —w-pt-hpt-hps-hpv-orp —bound copies ..... UFS
TV Color Front Cover Photo —w-var-ing-igp-orp ..... TVC
TV Data Grids —ds-var-orp-wire-tt-mail-tape-tel ..... UFS
TV Data Local Listings —dS-var-orp-wire-tt-mail-tape-tel ..... UFS
TV Data Rolling Logs —dS-var-orp-wire-tt-mail-tape-tel ..... UFS
TV Editorial/Package —w-var-mat ..... TAP
TV Features —w-var-orp ..... TVC
TV Film Source Service —an-bl-mail ..... UFS
TV IQ —w-20.6x7"-orp ..... TVC
TV Key Previews, Mailbag, Movie Reviews—7tw-igp-ocr-wire —Steven H. Scheuer And Staff ..... KFS
TV Listings —dS-var-orp-wire-mail-tape ..... TVD
TV Listings —d/w-var-orp-wire ..... TVC
TV Magazine —w-bl-orp ..... TAP
TV Mail Bag —w-var-orp ..... TVC
TV Movies —d/w-var-orp ..... TVC
TV Personality (Profile) —w-19.6x9½"-orp ..... TVC
TV Photos —w-var-orp-igp ..... TVC
TV Printed Supplements —w-var ..... TVC
TV Puzzle —w-34.6x5½"-orp ..... TVC
TV Scout —dS-var-mail-mim-wire-ill—Joan Crosby/Dick Kleiner/Pepper O'Brien ..... EF
TV Supplements —w-pt-hpt-hps-hpv-orp-bound copies ..... UFS
TV Supplements —w-pt-hpt-hps-hpv-orp —TV Supplements ..... TVW
TV Time Previews —dS-600-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Dan Lewis ..... UFS
TV Week Ahead Sports —d/w-var-orp ..... TVC
Week Ahead Specials —d/w-var-orp ..... TVC
Weekly Program Photo Highlights —d/w-var-orp ..... TVC
What's On Television —w-var-wire —Staff ..... UPI

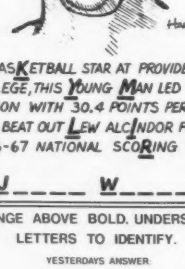
50—THEATER

Broadway Ballyhoo —w-500-xerox —Radie Harris ..... HRS
Broadway Box Score —w-var-wire —Staff ..... UPI
Broadway Interviews —occ-600-min-ocr-orp-lc-wire-tt-igp-mail-tape-tel —Rebecca Morehouse ..... WNS
Critic-At-Large —w-800-ocr-orp-tape-mail-wire-ill —Norman Nadel ..... NEA
Entertainment World —w-500-mail-orp —Damon Lov/Dart Anthony ..... TWN
Eye on Entertainment —w-750-min —Sid Adilman ..... TSS
Footlights and Kleiglights —w-500-mail-orp —Ted Edwards ..... TWN
Global Report —600/1500-xerox-mail-m ..... AWP
Jack O'Brian —5tw-ocr-wire —Jack O'Brian ..... KFS
Knight at the Movies —w-500/750-xerox —Arthur Knight ..... HRS
N.Y. Stage Review —occ-200/750-xerox —Chris Ryweck ..... HRS
Other Hollywoods —w-650-ocr —Ferris Hartman ..... CHR
***The Gossip Column** —tw-igp-ocr-wire —Robin Adams Sloan ..... KFS
The Great Life —w-500-xerox —George Christy ..... HRS
The Los Angeles Times/Washington Post News Service—d-var-tt-tel-wire ..... LTWP
Theatre World —w-var-wire —Glenne Currie ..... UPI

51—TRAVEL

A Problem Today —w-150-orp —Ida Nettleton ..... SBP
Adventure Postpaid —m-250-man —Jeff Miller ..... SA

SPORTS FLASHBACK
BY CLIF MURFIN



A BASKETBALL STAR AT PROVIDENCE COLLEGE, THIS YOUNG MAN LED THE NATION WITH 30.4 POINTS PER GAME AND BEAT OUT LEW ALCINDOR FOR THE 1966-67 NATIONAL SCORING TITLE.

J_____ W_____

ARRANGE ABOVE BOLD, UNDERSCORED, LETTERS TO IDENTIFY.

YESTERDAYS ANSWER:

MURFIN-HARRIS SYNDICATE
DRAWER 28038
COLUMBUS, OH 43228
(614) 279-6326
TWX 8104821624

5 for FICTION

. . . A new feature.

Our weekly short stories, written by skilled storytellers from across the country, reflect the lost styles of Saki and O. Henry—short, well crafted, and usually ending with a twist.

Humor, mystery, drama and intrigue will entertain and delight your readers as they take "5 for Fiction."

call or write:
Business Publication Service
P. O. Box 8903, Fort Worth, TX 76112
817/429-6342

Along The Camping Trail —tn-600-orp-mim —The Bascomes .... BA
Around The World With Delaplane —w-600-ocr —Stan Delaplant CHR
Birnbaum —w-700-ocr-wire —Stephen Birnbaum ..... CTN
Bryant/Hall Travel —w-700-mim —G. Bryant/G. Hall ..... TSS
Camping All Year Round —w-500-orp —Bob Nesoff ..... GSM
Camping Family Style —w-450-orp-mail —Angela/Ford Bothwell .. SF
Dan Carlinsky Column —occ-var-xerox —Dan Carlinsky ..... CAR
Destination —w-600/700-mim —Joseph Adler ..... ADL
Dorothy Richey's Travel Talk —w/tw-pt/var-man-orp-mail —
Dorothy & Noyes Richey ..... RBN
Footloose With Frye —occ-750/1500-telex-mail —William R. Frye FRY
Freighter Travel —w-750-xerox/mail —Norman Austin ..... HIS
Global Traveler —700/1000-xerox-mail ..... AWP
Global Report —m-600/1500-xerox-mail ..... AWP
Going Our Way —S-1000-mim-igp-mail —Bob Sloane ..... STR
Going Places —w-500-ocr —Fred W. Kline ..... CAP
Historic Walking Tours —m-1000-mim-mail —Rosellen Callahan EES
It's My Opinion —2tw-550-mim-mail —Irene Corbally Kohn ..... CF
Knight News Wire —7tw-var-wire ..... CTN
Lesson In English —w-100-orp —C. Gordon ..... SBP
Look & Learn —w-150-orp —Anne Sanders ..... SBP
Magic Carpet —w-500-mail-orp —Edward von Rothkirch ..... TWN
Morgan Journal —1tw-600/800-igp-ocr/mail-
orp/mail-wire —Neil Morgan ..... CNS
Motor Tips —w-500-min —Stirling Moss ..... SBP
National Geographic News Features —sw-500/600-mim-ill —
Various Authors ..... NGS
Of All Places —w-750-igp-ocr-wire-mail —Horace Sutton ..... FNS
Off the Beaten Path —w-30 x 5½"-acr-otp-mail —Vicky MacDonald BAL
Passport To Everywhere —w-650-mim-igp-mail —Ron Butler .... CF
Ports of Call —w-22½ x 8"-orp —Edw. H. Sims ..... EDC
Read & Remember —w-150-orp —Darrell McClure ..... OPS
Seabreezers —w-var-orp —Lucille Aldrich ..... SEA
Shopping The World —m-1000-mim-mail —Rosellen Callahan ... EES
Strange Tales from Far Away Places —w-500-mail-orp —
Kay Ward ..... TWN
Teenage Driving Tips —w-500-orp —Jane Sherrod ..... SBP
Teenage Travel —w-450/500-mim-ill-mail —Todd Lewis ..... JPS
Test Yourself —d/w-500/750-orp-ill —Jane Sherrod Singer ..... SBP
The Los Angeles Times/Washington Post News Service —d-var-tt-
tel-wire ..... LTWP
The Penny-Wise Traveler —w-ocr-ill-wire —Jane Morse ..... KFS
The Traveler's World —S-1500-xerox —
Paul J. C. Friedlander ..... TTW
Tips For Trips —m-750-mim-mail —Rosellen Callahan ..... EES
To The World's Horizon —w-500-mail-orp —Henry Alexander ... TWN
Travel —occ-600-ocr —John Pinkerman ..... NWS
Travel —w-var-wire —Murray J. Brown ..... UPI
Travel —m-var-mim-man-mail —Stephen Ross ..... IMN
Travel —w-igp-var —Ida Fried ..... EPS
Travel Addict —w-600-mail-orp —Kay Cassill ..... TWN
Travel Along —tn-600-orp-mim —The Bascomes ..... BA
Travel Box(What's Doing In) —S-2,700-orp-ill —
Various Authors ..... NYT
Travel Facts —eoS-pt-mail —Landt/Lisl Dennis ..... PFI
Travel & Leisure —w-500-mim —Bob Nesoff ..... GSM
Travel Line —m-25 x 50"-orp ..... TVC
Travel Log —w-500-mim —Dave Goodwin ..... GWN
Travel Whirl —w-var-man —Buddy Basch ..... BAS
Travel with Hermes —w-750-orp —Ray Wilson ..... NEW
Trip Tips —w-650-xerox —Marie Mattson ..... MAT
Various Titles —occ-400/650-ocr-mail-wire —John Philip Sousa ... CNS
Where In The World —w-300-500-man-xerox —Mary Comara ..... TF
Woman's Way to Travel —m-750-mim-mail —
Rosellen Callahan ..... EES
Wonderlust! —w-cont-900-xerox-mail —
Anne Mathre Graham ..... PRE
World Wide Travel Advice —w-var-xerox-mail —Paige Palmer ... FAS
Youth On The Go —ind-1000-man-igp-mail —Randy Mink ..... MIK

52—WOMEN'S PAGES

***A New You** —3-tw-ill-orp-ocr-wire —Emily Wilkens ..... KFS
A Problem Today —w-150-orp —Ida Nettleton ..... SBP
A Stitch In Time —w-600-mail-orp —Julia Horne ..... TWN
A Woman Like You —w-var-man —Frances Scott ..... BAS
A Woman's View of Foreign Affairs —w-800-mail-igp —
Trudy Mulcahy Howard ..... HOW
Adam's Rib —w-500-mail-orp —Eve Adams ..... TWN
Along The Food Trail —tn-600-orp/mim —The Bascomes ..... BA
Amy —dexS-2c3"-orp —Jack Tippit ..... RTS
Antiques —w-850-ocr-igp —Lita Solis Cohen ..... ART
Antiques & Stuff —w-300-mim-ocr-orp-Lc-mail-wire-tape-igp-
tt-tel —Anne Gilbert ..... UFS
Antique Wise —w-650-mim-igp-mail —Dorothy Hammond ..... CF
Arnie —w-ps-orp-ill —Arnie Stockholm ..... SBP
Around The House —w-250/500-man-mim —Jan S. Paul ..... PAU
Ask Dr. Brothers —7tw-orp-ocr-wire —Dr. Joyce Brothers ..... KFS
Animal Puzzles —w/S-ps-orp-ill —W. Trag ..... SBP
Assignment:America —tw-ocr-wire —Phyllis Battelle ..... KFS
At Large —sw-750-wire-xerox-mail —Ellen Goodman ..... WPW
Beauty Tips From Hollywood —w-500-orp —
Various show business personalities ..... SBP
Behind the Seams —w-450-orp-mail —Peggy Bendel ..... SF

RULES OF GOLF

Experienced golf editor and official authority on Golf Rules now available for monthly column on unusual situations and penalty savers. Free sample and rates on request.

Norman G. Meyers
P. O. Box 5321
Grand Central Station
New York, N. Y. 10017
212-369-6516

PRESCRIPTION FOR SICK TV PAGES

Our camera-ready features and TV listings are turned into a profit for you by our plus-business advertising.

DRS INC. AFFILIATE

(Call (212)532-0170
PLUS-BUSINESS FEATURES, INC.
271 Madison Avenue
New York, N.Y. 10016

LE-PAC

Features Syndicate

65 Cresta Vista Drive, San Francisco.CA 94127

(415) 586-4802

ONE-LINING SPORTS
Gag lines on sports
SPECIAL MOMENTS IN SPORTS
Cameo dramatizations of sports stories
SO WHAT?
A compendium of baseball trivia, facts and stories irrelevant enough to be socially significant
ON THE SPO(r)T
Sports commentary
REEL FACTS
Movie trivia at its most insignificant level

TELE-LOG

Camera-Ready TV Listings

YOU COULDN'T DO IT BETTER YOURSELF

We have the most sophisticated computer typesetting available. Listings for your local programming arrive each week on one continuous roll of photographic paper. Choose from a variety of typefaces, sizes and column widths.

ROLLING LOG

Includes detailed program descriptions in a flexible format.

TITLES LOG

Similar to ROLLING LOG, but without program descriptions. Works well in limited space.

GRID

Our GRID FORMAT without Highlights uses limited space. Perfect for areas with many stations and cable channels.

PROGRAM HIGHLIGHTS

The ideal text companion for the GRID FORMAT. Summarizes outstanding programs, movies, sports events and entertainment specials.

MOVIE HIGHLIGHTS

Movie descriptions. Available with GRID or TITLES LOG.

BREAKOUTS

Listing of sports, specials and movies. Available only with TITLES LOG, GRID with HIGHLIGHTS or ROLLING LOG.

FEATURES

A wide selection of entertainment features, incuding cover art.

For further information and rates call Kay Stafford collect (404) 355-9884.

TELE-LOG
1819 Peachtree Road, N.E.
Atlanta, Georgia 30309
A division of Newspaper Enterprise Association

Betty Beale's Washington Letter —w-125-igp-ocr-mail-wire — Betty Beale ... FNS
Between Us Girls —dexS-30-xerox ... AF
Braintwister —w/S-ps-orp —Amery Brown ... OPS
Bramson's World —w-500-mail-orp —Betty Bramson ... TWN
Celebrity Cookbook —w/1200-man-ocr-wire-igp —Johna Binn ... LAT
Celebrities Laugh —w-qpt-orp-ill —misc. Cartoons ... OPS
Celebrities Speak —w-qpt-orp-ill —misc. Authors ... OPS
Children's Puzzles —w/S-ps-orp-ill —W. Trag ... SBP
Claudia's Corner —w-300-mail-orp —Claudia E. Lico ... TWN
Color The Drawing —d/w/S-ps-orp-ill —W. Trag ... OPS
Community Club Awards —John C. Gilmore ... CCA
Contemporary Living —tw-500-man-ocr-wire —Letitia Baldrige ... LAT
Continental Diary —w-700-mim-ocr-orp-Lc-wire-tt-mail-tape-tel —Noel Anthony ... NANA
Cookbook Review —w-600-orp —Parris Green ... TAG
Country Sunshine —w-var-man-orp-mail —Betty Holberg ... RBN
Creative Crafts —w-450-mim-igp-mail —Dona Z. Meilach ... CF
Creative Crafts —w-500-mim-igp-mail —Dona Z. Meilach ... MEI
Creative Stitchery —tw-120-man-ocr-ill —Bruna Jones ... LAT
Dear Sally —w-150-orp —Sally Casey ... OPS
Design For People —w-500-mim-ocr-orp-Lc-ill-tt-wire-tape-mail-tel —Emily Malino ... UFS
Did You Know That —w/S-ps-orp-ill —F. Treadgold ... SBP
Do Your Own Thing —w-200-ocr-igp —Tom Niekarz ... UB
Dot To Dot —w/S-ps-orp-ill —Earl Engelman ... SBP
Drawing Is Fun —w/S-ps-orp-ill —W. Trag ... SBP
Dumb Questions —w-ps-ill-orp —Lo Linkert ... SBP
Eat and Grow Younger —24 part series-2c15"-orp-ill — Lelord Kordel ... SPE
Eat Right & Live Longer —12 part series-3c10"-orp-ill — Lelord Kordel ... SPE
Eat Up & SlimDown —14 part series-3c10"-ill — Lelord Kordel ... SPE
Edith Carter —w-700-mail-igp —Edith Carter ... NWR
Eitorial Material & Pictures for Women's Pages ... UOP
Fact or Fantasy —w-var-man —Frances Scott ... BAS
Family Finance —2tw-600-mim-ocr-orp-Lc-mail-wire-tt-tel-tape —Betty Yarmon ... WNS
Famous Recipes —w-250/750-orp-igp-color —J. Sherrod ... SBP
***Fashion, Face & Figure** —w-var-orp-Lc-igp-tape-wire-tt-tel-mail-mim-ocr —Florence de Santis ... UFS
Feminist Q. & A. —w-500-mim —Mary Ellen Corbett ... COS
First Aid for the Ailing House —4tw-500-mim-ocr-orp-Lc-ill-wire-tt-mail-tape-tel —Roger Whitman ... UFS
For a Happy Life —w-90-mim —Fritchie Saunders ... HC
For The Consumer —2tw-600-mim-ocr-orp-Lc-mail-wire-tt-tel-tape —Sidney Margolius ... WNS
***For Women Only** —3tw-700-mim-ocr-orp-Lc-mail-wire-tt-tel-tape —Dr. Robert C. Newman ... UFS
Fun & Games —w/S-ps-orp —W. Trag ... SBP
Happy Cooker —w-200 x 2"-acr-orp-mail —Susan Broersma ... BAL
Helen Bottel —6tw-ocr-orp-wire — Helen Bottel/Sue Bottel ... KFS
***Hints from Heloise** —d-ocr-orp —S-tps-hpt-color-orp-wire —Heloise ... KFS
Home Line —6tw-500-man-ocr —Roberta Matthews ... LAT
Household Scrapbook —w-100-orp —Mary Craig ... OPS
How —3tw-500-ocr-wire —Lois Libien-Margaret Strong ... CTN
How Can I —w-150-orp —Beth Lewis ... OPS
How Times Have Changed —w-300-mail-orp — Dorothy Murray ... TWN
How To Be A Supermother —w-var-orp —Dick Harris ... HAA
Idle Musings —w-600-mail-orp —Lynette Evans ... TWN
Insight —w-450-mim-ocr-orp-lc-wire-tt-tel-tape-mail ... NANA
Insight & Inspiration —w-150-mail-orp —Various Authors ... TWN
Interior Decorating —4tw-400-mim-ocr-igp-tape-orp-mail-Lc-wire-tts-tel —Genevieve Fernandez ... UFS
International Decade of Women and its Hidden Politics —w-1,500-mim-ocr-orp-man-igp —Trudy Mulcahy Howard ... HOW
Just For You —w/S-ps-orp-ill —Earl Engleman ... SBP
Knight News Wire —7tw-var-wire ... CTN
Know Your Antiques —w-500-igp-orp-ocr-wire — Ralph & Terry Kovel ... RTS
Ladies First —w-500-mim-ocr-Lc-mail-wire-tape-tt-tel —Trixie Belmont ... WNS
Lesson in English —w-100-orp —C. Gordon ... SBP
Let's Sew —S-tps-hpt-qph-ill-orp ... KFS
Lifestyles —3tw-750-orp-Lc-mail-wire-tts-tel-mim-ocr-igp-tape —Marian Christy ... UFS
Lifestyles: Fashion/Beauty/Interviews —2tw-600-ocr-orp-tape-mail-wire-ill —Ellie Grossman ... NEA
Living Today —6tw-orp-ill —Joan O'Sullivan ... KFS
Look & Learn —w-150-orp —Ann Sanders ... SBP
Make People Like You —14 part series-3c10"-orp-ill —Lelord Kordel ... SPE
Mazes —wS-ps-orp —Various Cartoonists ... SBP
Memo To A Working Woman —w-750-ocr-wire —Muriel Lederer ... RTS
Miracle Gardening —w-500-orp-igp-color —J. Finletter ... SBP
Mirror of Washington —w-700-mim-ocr-orp-Lc-mail-tape-wire-tts-tel —Isabelle Shelton ... NANA
Mirror Of Your Mind —d-2c-ill-orp —John Conwell ... KFS
Modern Etiquette —W-150-orp —Jane Sherrod ... SBP
More For Your Money —4tm-300-2c6"-orp-xerox-mail — Mike LeFan ... LEF
Mothers Are People, Too —w-600-mail-orp —Shirley L. Radl ... TWN
Ms. Management —w-400-600-mail-orp —Lillian T. Drake ... TWN
My Success Story —w-500-1000-orp —Various Famous Authors ... SBP
Nine To Five Woman —w-750-xerox-tt-telex — Mary Margaret Carberry ... PRI
Now! —tw-1c7"-orp-ocr —Gene Loyd ... RTS
Nutrition Cookbook —w-orp-ocr-wire —Philomena Corradeno ... KFS
One Woman's Voice —w-800-xerox-tt-telex —Various Authors ... PRI
Pattern Party —S-tps-hpt-ill-orp ... KFS
Patterns & Needleword —S-tps-pt-hpt-orp —Staff ... NEA
Patterns & Pointers —S-tps-pt-hpt-orp —Polly Cramer ... NEA
Peter Panic —w/S-ps-orp-ill —Lo Linkert ... SBP
Polly's Pointers —5tw-450-orp-tape-ocr-ill-mail-wire-S-tps-pt-hpt-orp —Poly Cramer ... NEA
Read & Remember —w-150-orp —Darrell McClure ... OPS
Save Time & Money —w-450-orp-mail —Ann Frances Dolan ... SF
Self-Help to Charm —w-300-mim-mail —Harriet Carlson ... HC
7 Errors —w/S-ps-orp —F. Hayes ... SBP
Sew Biz (c) —w-600/700-mim-ill —Julia C. McCombs ... COE
Sew Simple —w-500-ocr-orp-wire —Eunice Farmer ... RTS
Sewing Sense —w-500-mim-ill-mail —Eleanor Lee ... CF
Short Story Cartoons —w-ps-orp-ill —B. Shirvanian ... SBP
Single File —tw-600-man-ocr-wire —Susan Deitz ... LAT
Single Parent on the Hill —m-var-xerox-mail — Bob Westgate ... DPR

INDEX TO ADVERTISING BY SYNDICATE SERVICES

American Syndicate ... 51S
Associated Press ... 20S, 21S
Danney Ball Productions ... 71S
Basic Chess Features ... 66S
Harold Bearak ... 75S
Business Publications Services ... 86S
Capital Cities Communications, Inc. ... 49S
Chicago Tribune-New York News Syndicate ... 7S,8S,9S,10S
Christian Science Monitor ... 6S
Chronicle Features ... Cover 3
Nonnee Coan ... 68S
Community & Suburban Press Service ... 72S
Copley News Service ... 23S
Dickenson Newspaper Services, Inc. ... 87S
Dispatch News Service ... 80S
Editor's Copy ... 83S
Fairchild Syndicate ... Cover 2
Family Features Syndicate ... 74S
Family Weekly ... 59S
Field Newspaper Syndicate ... 34S,35S
The Green Thumb ... 76S
Good Times ... 81S
Hollywood Reporter Syndicate ... 76S
Homing In ... 67S
House Calls ... 68S
Inter-Continental Press Syndicate ... 79S
International Medical Tribune Syndicate ... 79S
King Feature Syndicate ... 1S,2S,3S,4S
Le-Pac Features Syndicate ... 42S,87S
Los Angeles Times Syndicate ... 43S,44S,45S,46S
Los Angeles Times/Washington Post Syndicate ... 5S
McNaught Syndicate ... 41S
Stanley Meritakis ... 71S
Norman G. Meyers ... 87S
Miller Services, Ltd. ... 82S
Patsy Milligan Syndicate ... 66S
Murfin-Harris Syndicate ... 86S
Name Game ... 83S
Newspaper Enterprise Association ... 38S,39S
News World Syndicate ... 73S
New York Times Syndicate ... 25S,26S,27S,28S
Press Craft Features ... 69S
Plus-Business Features, Inc. ... 87S
Real Estate Features ... 68S
Real Estate Research Institute ... 68S
Register & Tribune Syndicate ... 30S,31S
Rip Off Press, Inc. ... 69S
Robbins & Associates ... 74S
June Roth Features ... 76S
BP Singer Features, Inc. ... 70S
Spadea Syndicate ... 82S
Specialty Features Syndicate ... 77S
Suburban Features ... 42S
Tele-log ... 87S
Toronto Star Syndicate ... 33S
TV Compulog ... 85S
TV Data ... 53S
United Feature Syndicate ... Cover 1, Cover 4
Universal Press Syndicate ... 11S,12S,13S,14S,15S,16S,17S,18S
VIP Medical Grapevine ... 78S
Washington Post Writers Group ... 37S
Wilson Features ... 65S
Yoakum Features ... 72S

Slim Gourmet —3tw-500-mim-ocr-orp-Lc-mail-wire-tt-tel-tape —Barbara Gibbons ... UFS
Spadea Hair —w-var-orp-ill —Paul Hamlin ... SPS
Stay Alive Longer —21 part series-2c15"-orp-ill — Lelord Kordel ... SPE
Stitching Witchery —1tw-400-orp-mail-wire —Betty W. Kinser ... CNS
Stitchin' Time (sewing) —eow-400-ocr-orp-tape-mail-wire-ill — Joanne Schrieber ... NEA
Stitchin Time (Knitting) —eow-400-ocr-orp-tape-mail-wire-ill —Judy Love ... NEA
Subhuman Relations —w-500-mail-orp —T. Perew ... TWN
Sugar and Spice —dexS-30-xerox —Eleanor K. Rose ... AF
Sunday Laughs —w-ps-orp-ill —Paul Swede ... SBP
Susie Mac —5tw-600-mim-ocr-orp-mail-Lc-wire-tts-tel-tape —Val Winsey ... UFS
Teen Forum —4tw-600-mim-ocr-orp-Lc-wire-tt-mail-tape-tel — Jean Adams ... UFS
Test Yourself —w-d-500/750-orp-ill — Jane Sherrod Singer ... SBP
That's Life —w-200-mail-orp —Ann Gray ... TWN
The Better Half Daily —d-2c3"-orp —Ruth Barnes ... RTS
The Home Executive —w-300-mail-orp —Jane Graybill ... TWN
The Leisure Craftsman —tw-2c/3c-ill-orp-ocr-wire — Phyllis Fiarotta ... KFS
The Managerial Woman —cont-5,000-ocr —M. Henning/A. Jardim ... DDS
The Stage Of Fashion —w-600-mail-orp — Princess Kay & Others ... TWN
The Visible Woman —1tw-450/600-orp-mail-wire — Janet Lowe ... CNS
Things —Sw-500/700-mim-igp —Miv Schaal ... SCH
Thinking Slim —w-500-orp-mail —Jean Nidetch ... SF
Today's Woman In Today's World —dS-we-2c8"-orp-mail — Dorothy Richey, Patricia Bosch ... RBN
Truth —w-s-ps-orp-ill —Paul Swan ... SBP
U-Bild —w-200-ocr-igp —Steve Ellingson ... UB
Virginia Payette —3tw-700-orp-mail-Lc-wire-tt-tape-tel-mim-ocr —Virginia Payette ... UFS
Washington Feedback —occ-500-mim-ocr-orp-Lc-wire-tt-mail-tape-tel —Dorothy Marks ... WNS
Washington Interviews —occ-600-mim-ocr-orp-Lc-wire-tt-mail-tape-tel —Malvina Stephenson ... WNS
What Life Has Taught Me —w-500/1000-orp — Various Celebrities ... SBP
What Next —w-var-orp-ill —Paul Hamlin ... SPS
What's Your Problem? —w-500-mim-xerox — Linda Lawrence ... RFS
Why Be Bored! —w-500-mim-mail —Lillian Taylor ... TAY
Why Grow Old? —tw-500-igp-orp-ocr-wire — Josephine Lowman ... RTS
Wine Primer —w-600-orp —Mark Pugner ... TAG
Woman's World —m-25x25"-orp ... TVC
Woman's World —w-var-wire —Patricia McCormack ... UPI
Women Poll —w-500/600-ocr —Staff ... WMP
Womenpoll —w-600-ocr-wire ... UNP
Women's News Service —d-var-min-ocr-igp-orp-Lc-mail-wire-tt-tel-tape ... WNS
Women's Pages —w-igp-var —Dina Dellale ... EPS
Women's World —w-500-mail-orp —Princess Kay ... TWN
Women's World —d-150-mim-ocr-orp-Lc-mail-wire-tt-tel-tape —Iris Hartman ... WNS
Working Mothers —cont.-7,500-ocr —Jean Curtis ... DDS
Working Woman —tw-600-ocr-wire —Niki Scott ... UNP
Years Ahead —w-600-mim-ocr-orp-lc-wire-tt-mail-tape-tel —Ghita Levine ... WNS
You Can Fix It —w-100-ill-orp-igp —Walt Trag ... SBP
You Can Read Puzzles —w/S-ps-orp-ill —Walt Trag ... SBP
Your New Way Of Life —w-400/600-mail-orp —Joan Walker ... TWN

53—YOUTH

A Problem Today —w-150-orp —Ida Nettleton ... SBP
Arnie —w-ps-orp-ill —Arnie Stockholm ... SBP
Ask Beth —tw-500-man-ocr —Beth Winship ... LAT
Australian Home Journal —m-ps-orp-ill ... OPS
Australian Woman's Weekly —m-ps-orp-ill ... OPS
Brain Teasers —w-qpt-orp —Ali Hachel ... OPS
Braintwister —w/S-ps-orp —Amery Brown ... UPS
Career Corner —w-400-mim-mail —Tom Williams ... CF
Cleo Magazine from Australia —m-ps-orp-ill ... OPS
Dear Astrid —w-450-mim-mail —Astrid Carson ... CF
Dear Sally —w-150-orp —Sally Casey ... OPS
Did You Know That —w/S-ps-orp-ill —F. Treadgold ... SBP
Dot To Dot —w/S-ps-orp-ill —Earl Engelman ... SBP
Drawing Is Fun —w/S-ps-orp-ill —W. Trag ... SBP
Eyes On Tomorrow —3tw-5-500-2c6-ill-xerox —Nancy Lane ... WOR
Fun & Games —w/S-ps-orp —W. Trag ... SBP
Funland —S-hps-pt-hpt-qps-orp —Art Nugent ... UFS
Games & Puzzles —w-qpt-orp-ill —Misc. authors ... OPS
Helen Bottel —6tw-ocr-orp-wire —Helen Bottel/Sue Bottel ... KFS
How Can I —w-150-orp —Beth Lewis ... OPS
Just For You —w-S-ps-orp-ill —Earl Engleman ... SBP
Krass & Bernie —w-ps-orp-ill —G. Trosley ... OPS
Lesson In English —w-100-orp —C. Gordon ... SBP
Let's Make —w-21x4.5"/18.5x4"-orp —Ben Corey ... HAR
Look & Learn —w-150-orp —Anne Sanders ... SBP
Mazes Galore —w-ps-orp —W. Quinn ... OPS
Modern Etiquette —w-150-orp —Jane Sherrod ... SBP
Musicphoto —w-spv-mail-igp —James Riordan ... RPT
Now! —tw-1c7"-orp-oct —Gene Loyd ... RTS
On The Record —w-700-wire —Charlie Martin ... NCF
Peter Panic —w/S-ps-orp-ill —Lo Linkert ... SBP
Platter Patter —w-250-mim-mail —Jeanne Harrison ... CF
Pop Scene Service —w-var-ocr-otp-lc-Igp-wire-tt-mail-tape-tel —Barbara Lewis ... UFS
Read & Remember —w-150-orp —Darrell McClure ... OPS
Real World —w-ocr-wire —George Noble ... KFS
Ringaround Word Games —w-qpt-orp —Jack Fitch ... OPS
Rock —w-tw-800-man-mail —James Riordan ... RPT
Rockchart —w-epr-man-mail —James Riordan ... RPT
Rock Pop —w/tw-800-man-mail —James Riordan ... RPT
Rock Trivia —w/tw-70-man-mail —James Riordan ... RPT
Rockpile —3tw-2c-orp-ill —Stokes Walesby/Al Cunuff ... UFS
Rolling Stone —tw-igp-ocr-wire —Rolling Stone Staff ... KFS
7 Errors —w/S-ps-orp —F. Hayes ... SBP
Sunday Laughs —w-ps-orp-ill —Paul Swede ... SBP
Teen-Age Mail —tw-500/700-xerox ... RIC
Teen Forum —4tw-600-mim-ocr-orp-lc-wire-tt-mail-tape-tel —Jean Adams ... UFS
Teen Scene —d-var-orp —Ted Dee ... HAR
Teenage Driving Tips —w-500-orp —Jane Sherrod ... SBP
Teen-Agers Say —w-1,000-mim —Lester Rand ... YOU
Terse Verse —w/S-ps-orp —Anthony Carter ... OPS
The Los Angeles Times/Washington Post News Service — d-var-tt-tel-wire ... LTWP
The Mini Page —w-4-pt. S-ps-orp —Betty Debnam ... UNP
The Scene —w-500-mim —Robert Edward Curtis ... GSM
The Youthful Viewpoint —w-1000-mim —Lester Rand ... YOU
Today's Teens —w-300-mim —Lester Rand ... YOU
Today's Youth —w-2c4"-orp —Patrick Dudgeon ... CSP
Truth —w/S-ps-orp-ill —Paul Swan ... SBP
Tween —12x120-6tw-6 300-ocr/mail-orp/mail-wire— Dr. Robert Wallace ... CNS
Under Twenty —5tw-var-250/400-mim-igp-mail — Kurt Lassn ... CF
Wordy Gurdy —6tw-2c/4½"-orp —Tricky Ricky ... UFS
Young and Healthy Always —tw-man-ocr-wire — Dr. Frank Falkner ... LAT
Young World —w-var-wire-mail —Tom Lennon ... NCF
Youth Clinic —w-750-mim-telex —Staff ... TSS

Chronicle Features

870 Market Street, San Francisco, California 94102 (415) 777-7212

THE INNOCENT BYSTANDER

By Art Hoppe

Art Hoppe pursues his subjects with the mad logic and assurance of style that have characterized the greatest satirists in our language. His allegorical pieces on today's social and political scene are a delight to millions of readers.

3 per week

THE WONDERFUL WORLD OF ANIMALS

Frank Miller, D.V.M.

People love pets more than people — and this is the best and warmest of pet columns.

Daily or weekly.

U.S. sales agent: King Features Syndicate

IT'S NEWS TO ME

By Herb Caen

America's funniest, sharpest item columnist, writes from America's favorite city. 3 per week.

GRAYSMITH

Our fine editorial cartoonist is conservatively inclined.
3 per week.

THE FEARLESS SPECTATOR

By Charles McCabe

Our outspoken curmudgeon writes of his world in this weekly literary gem. 1 per week.

TRAVELS WITH FARLEY

By Phil Frank

Through FARLEY's encounters on the road, Frank casts a friendly but satirical eye at our country. A strip. 6 per week.

STARCAST

By Minerva

Our astrologist makes a fine mix of love and laughter. 1 per week.

FENWICK

By Mal Hancock

Innocence walks wide-eyed into a world of odd strangers.
A panel.
6 per week.

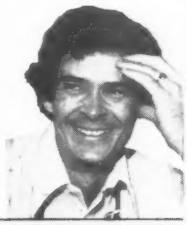
MEDICAL FRONTIERS

By Leonore Feinstein

Fascinating shorts are recast from a wide spectrum of medical journals. 1 per week.

THE BUTCHER

By Merle Ellis



A real life butcher-turned-columnist helps your readers save millions at the meat counter.
1 per week.

AROUND THE WORLD

By Stanton Delaplane

Pulitzer-prize winner covers the travel world. He answers your readers' questions. They love him.
1 per week.

ASSIGNMENT: TELEVISION

By Terrence O'Flaherty

Tough, funny, knowledgeable and literate, Terry is a superlative TV critic. 1 per week.

SEW WITH FLAIR

By Sandra Betzina

Our expert makes your sewing easy. Illustrated. 1 per week.

OTHER HOLLYWOODS NOTES FROM A VAGABOND

By Ferris Hartman

Columns featuring jits from abroad are humorous and perceptive. 2 per week.

CARICATURE SERVICE

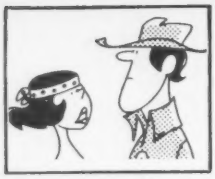
Kerry Waghorn

A top Canadian caricaturist provides a panoply of portraits of today's most famous people.
6 per week

COMMON CENTS

By Kate MacQueen

A consumer who knows and cares passes along ways to shave costs, expenses. 1 per week.



BOOMER
by Brown & Casson (dS)

GUMDROP
by Foster Moore (d)

THE DROPOUTS
by Howard Post (dS)

EB & FLO
by Paul Sellers (d)

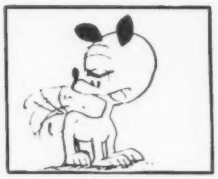
DOCTOR SMOCK
by George Lemont (dS)

WEE PALS
by Morrie Turner (dS)

FERD'NAND
by Dahl Mikkelsen (dS)

GORDO
by Gus Arriola (dS)

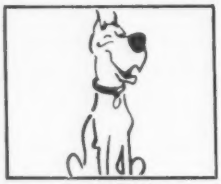
NANCY
by Ernie Bushmiller (dS)



NORBERT
by George Fett (d)

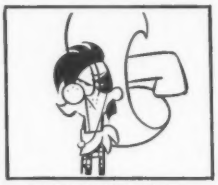
HEALTH CAPSULES
by M. Petti, M.D. & Jud Hurd (d)

TARZAN
by Edgar Rice Burroughs (dS)



MARMADUKE
by Brad Anderson (dS)

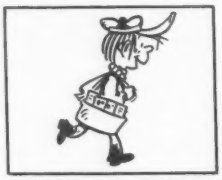
EMMY LOU
by Marty Links (dS)



TUMBLEWEEDS
by T.K. Ryan (dS)

BIMBO'S CIRCUS
by Howie Schneider (dS)

PIXIES
by Jack Wohl (d)



ROOFTOP O'TOOLE
by Farmer & Fearing (dS)

THERE OUGHTA BE A LAW
by Whipple & Borth (dS)

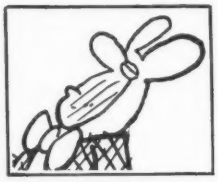
THE BOSLEYS
by John Stees (S)

CAPTAIN & THE KIDS
by John Dirks (S)

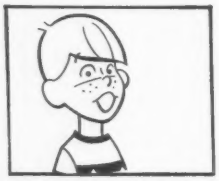
WOODY'S WORLD
by Bill Potter (d)

PEANUTS
by Charles M. Schulz (dS)

STAR HAWKS
by Kane & Goulart (dS)



KNOBS
by George Breisacher (dS)



JOHNNY WONDER
by Dick Rogers (dS)

GARFIELD
by Jim Davis (dS)

FOR THE VERY BEST IN COMICS AND EDITORIAL CARTOONS

WRIGHT ANGLES
by Larry Wright (dS)

FUNLAND
by Art Nugent (S)

MIKE PETERS (4tw)

GENE BASSET (5tw)

DAVE SIMPSON (4tw)

ANOTHER VIEW
by Stees (6tw)

ART POINIER (6tw)

© 1978 by United Feature Syndicate, Inc.

UNITED FEATURE SYNDICATE

200 Park Avenue, New York, N.Y. 10017
(212) 557-2333

A farewell party for two *Courier-Journal* and *Louisville Times* staff photographers included a dunking in the swimming pool for Dan Dry, who joins the *Cincinnati Enquirer*, and a new pair of shorts suitable for Florida weather for Bryan Moss, who moves to chief photographer of the *Tallahassee Democrat*. Members of the photo staff tossed the party at Michael Coers' home—and tossing Dan Dry in the pool were Jebb Harris and Stewart Bowman (center). (Photo by Scott Goldsmith, Courier Journal and Louisville Times intern.)

JOEL F. BLACKWELL—joining the *Charlotte Observer* as assistant Carolina living editor from editor of the *Miami Herald's* Neighbors North section. He was editor of the North Dade Journal, which became Neighbors last Fall.

* * *

BILL BOSWORTH—elected a vice president of J. Walter Thompson Company/Chicago. Bosworth, an associate creative director, joined JWT in 1960.

* * *

WILLIAM WILSON—appointed principal art critic of the *Los Angeles Times*, succeeding the late HENRY J. SELDIS. Wilson has been interim art critic since Seldis' death this year.

* * *

BETH ERICKSON—named assitant city editor of the *Vancouver* (Wash.) *Columbian*, a new position. LEE ROZEN—named backup assistant city editor. Erickson has been with the Columbian as a copy editor 15 months and earlier worked for the *Bellingham* (Wash.) *Herald*.

* * *

BILL O'CONNOR, director of communications for the State Department of Mental Health in Montgomery, Ala.—to executive director of Alabama Press Association, replacing STEVE BRADLEY—resigned.

* * *

CHANCY LEWIS, associate editor of the *New Braunfels* (Tex.) *Herald*—joined the Texas Press Women as the first male member of the organization. He attended the convention in Amarillo and won 3 first place and 2 second place awards, placing 4th in the communications contest.

SHERI O'DELL—at one time a reporter for the *Charleston* (W. Va.) *Gazette*—promoted to director of advertising and communications division of West Virginia's economic development agency. Acting director since mid-April, she previously was public information manager.

* * *

DAVID A. YUENGER, editor of the *Green Bay* (Wis.) *Press-Gazette*—named associated publisher. ROBERT S. GALLAGHER, editor of the *La Crosse* (Wis.) *Tribune* — assumes Yuenger's former duties.

* * *

CHARLES DAHLE—appointed assistant vicepresident for media relations of the American Cancer Society. Dahle, with the ACS since 1950, is a former reporter for the San Francisco Examiner and a press secretary to the late Governor Earl Warren of California.

* * *

RENARD MAIURI, former reporter, *Manchester* (Conn.) *Journal Inquirer*—named news/public affairs producer, Connecticut Public Radio, operating WPBH-FM, Hartford.

DAILY PLANET

AT LAST!!!
A
Unique T-Shirt
"DAILY PLANET"
2 color design on light blue, fine quality T-Shirt. S, M, L, XL. $4.50 plus 50c postage.
IRISH RUNNERS INC.
P.O. BOX 288E EAST WALPOLE, MA. 02032

Gene Payne, who left the *Charlotte Observer* 7 years ago with a distinguished career that included a Pulitzer Prize for editorial cartooning, is returning to the newspaper. He has been with WSOC-TV, Charlotte, drawing editorial cartoons since 1971. Back at the Observer, he will do 4 cartoons a week, called Gene Payne's View, on the Observer's People Page and will do artwork for various sections.

DAVID FOX—named the *Nashville Banner's* chief capitol Hill reporter covering Tennessee state government with MIKE PIGOT to assist Fox.

* * *

ROBERT MASINO, circulation manager of the *Philadelphia Inquirer*—named director of circulation for the News-Journal Company, Wilmington, Del. He replaces JOSEPH J. HARABURDA who was named assistant circulation manager of the *Washington Post*.

* * *

JAMES TIDWELL, journalism instructor at Tulsa Junior College—named assistant professor of journalism at Indiana University Southwest in New Albany.

* * *

JIM DESILVER, *Tulsa Tribune*—named president of the Associated Press Oklahoma News Executives to succeed JIM STANDARD of the *Oklahoma City Times* and *Daily Oklahoman*. BILL HAMILTON *Enid News* and *Eagle*, is president-elect.

John A. Park, Jr.
Expertise in Handling
Media
Ownership Changes
(919) 782-3131
BOX 17127 RALEIGH, N.C. 27609
22 Years Nation-Wide Personal Service

Singapore papers buy Tal-Star system

Times Publishing Berhad of Singapore has signed a $1 million contract with Tal-Star Computer Systems for a T-410 electronic copy processing system to be used by their four dailies and three Sunday newspapers.

Editorial and classified departments of the *Straits Times/Sunday Times*, the largest English language newspaper in the Republic with a daily circulation of 180,000, will be on-line to the copy processing system. Other papers are: *New Nation/Sunday Nation*, 40,000 circulation; *Business Times*, a 7,000 daily; *Berita Harian/Berita Minggu*, both published in the Malayan language.

The central processing unit of the T-410 will be a General Automation 18/30 Computer with 64K words of memory. A 16/65 computer which will serve as Communication Control Unit (CCU), will capture copy from eight wire services, including Reuters, AP, UPI, AFI and the New York Times.

The CCU will have a capacity for 16 lines and can be expanded later to accomodate 32.

There will be a back-up CPU and CCU, identical to those in the primary system. The second 18/30 will be capable of running the same software. In normal operation, the back-up system will be used for classified ad operations.

A third, or spare, 18/30 will provide added insurance against failure.

The Singapore system will have 26 Computek VDT's with 8K memory in the editorial departments, two terminals in classified and two in production. News stories and classified ads will enter the system by way of Compuscan Alpha scanners. The whole system will drive two APS-5 typesetters. Editing and ad corrections will take place on terminals. The system can be expanded later to support up to 60 writing and editing VDT's, or up to 76 terminals for reporter input.

Both the primary and secondary CPU's will store material on dual 80M disks. In normal operations, the primary processor will maintain duplicates of all editorial copy and the back-up system will record duplicate records from the classified ad departments.

The system has been staged and tested at General Automation, Inc., headquarters in Anaheim, California. Installation will begin on-site in July.

Charles A. Wolf, vicepresident for G.A. in Tokyo, will supervise the new service office in Singapore. John Brennan will manage the Singapore headquarters of Computer Processing Services Ltd., Tal-Star's agent for providing software assistance.

The *Straits Times*, flagship of the Times Organization, is a morning paper which began publication in 1845.

Cartoon by Doug Borgstedt, Copley News Service

Stauffer offers survey services

An impromptu speech at an Inland Daily Press Association group newspaper meeting last fall has evolved into a new "sideline" for Stauffer Communications, Inc.

The program is Media Surveys, which is an employee attitude survey service for newspapers, radio and tv stations. The unusual part of the survey service is that it provides regional and national attitudinal averages for comparative purposes.

Ken Bronson, vicepresident of Stauffer Affiliated Newspapers, said the new program resulted from a short talk he gave at last year's Inland group meeting in Chicago.

"Jim Burgess (vicepresident of Lee Enterprises, Inc.) called me just as I was leaving Topeka for the meeting," Bronson relates. "A couple of his speakers had cancelled and he wanted to know if I could give a short talk at the meeting the next day."

The subject covered by the Inland panel was newspaper groups' methods of communicating with employees. In his talk, Bronson said he noted that Stauffer had designed and administered its own attitude survey the previous year (1976) and that the results of that survey opened up many avenues for management to communicate with employees.

"About 10 or 12 different group executives immediately wanted to know if they could use the survey," Bronson said.

"Since the key to the attitude survey is the computer program, our data processing people in Topeka were consulted and the newer, larger comparative program was designed," Bronson said.

More than 30 newspapers, radio and tv stations have taken the survey although it has not been advertised previously, Bronson said.

The attitude survey has been administered again in Stauffer Communications and the improvement in attitudes over the 1976 survey was significant," Bronson said.

"The comparisons of attitudes among different groups of employees, as well as comparisons on a corporate, regional and national level really give management the necessary tools for improving staff performance and employee morale," Bronson concluded.

The Stauffer executive said the cost of the survey was designed to cover the material and program costs.

"We're not doing it to make a lot of money, but rather to share this informational data with the industry," Bronson said.

Calverts purchase two Calif. papers

Two San Diego County (Calif.) weeklies, the *Poway News Chieftain* and the *Rancho Bernardo Journal*, have been sold by Dan and Charline Clark to Richard W. and Joan R. Calvert of Mesa, Ariz.

The Calverts are former owners of the *Mesa Tribune*, a daily; and two weeklies, the *Sun Valley Spur Shopper* in Mesa, and the *Palo Verde Times*, Blythe, Calif., which were acquired in June, 1977 by Cox Enterprises, Inc. of Atlanta, Ga.

Duane Spencer, Palo Verde Times publisher for the past 13 years, was named publisher of the Poway and Rancho Bernardo papers. He is a past director of the California Newspaper Publishers Association. Calvert is a past president of the Arizona Newspaper Association.

Editor & Publisher BOOKSHELF

A collection of books about the newspaper business, journalism, editing, writing and related subjects available by mail through Editor & Publisher.

Most Recent Additions for a Professional Library

187—THE WASHINGTON POST, *The First 100 Years, by Chalmers M. Roberts.* The story of this newspaper's march to greatness with emphasis on the last 34 years since Eugene Meyer bought it at public auction. Not only a history of the newspaper but an interesting review of local, national and international events of 100 years, their effect on the Post and, in later years, vice versa. 498 pages, indexed, illustrated. **$15.95**

188—THE WRITER'S LEGAL GUIDE *by Tad Crawford.* A complete handbook covering new copyright laws, income taxes, libel, contracts, censorship, estate planning for writers in all fields from print to television and fiction to nonfiction written by a member of the New York Bar. 271 pages, indexed. **$10.95**

189—THE PROFESSIONAL JOURNALIST *by John Hohenberg.* The fourth and up-dated edition of this Guide to the Practices and Principles of News Media reflecting major changes of substance and technology in American journalism. New material regarding computers and video terminals and their effect on the journalists work, interpretive journalism and investigative reporting, latest court decisions, etc. 596 pages, indexed. **$12.95**

190—A WRITER'S GUIDE TO BOOK PUBLISHING *by Richard Balkin.* A "how to" book on author-publisher relationship from manuscript submission and correct negotiation through editing, design, publication and marketing. Aimed at helping authors and would-be authors to understand and cope with the publishing process. 236 pages, indexed. **$9.95**

191—THE TYPEWRITER GUERRILLAS *by John C. Behrens.* Closeups of 20 top investigative reporters from Jack Anderson to Jim Polk, their life-styles, how they work, and the stories they succeeded in breaking. A collage of some of the best investigative reporting done in recent years. 254 pages, indexed, paperback. **$6 95**

192—HOW TO MAKE NEWS & INFLUENCE PEOPLE *by Morgan Harris & Patti Karp.* A useful guide for the publicity chairman or public relations director of any group on how to get the organization's name and events into print or on the air. Includes a "style manual" on format, punctuation, etc., for releases to newspapers. 140 pages, paperback. **$3.95**

193—LAW AND THE WRITER, *edited by Kirk Polking and Leonard S. Meranus.* For writers who want a basic understanding of the laws affecting their work. Covering libel, freedom of the press, right of privacy, pornography and other judicial battlegrounds. Complete text of new Copyright Law, chapters on book contracts, negotiating with a syndicate, etc. 250 pages, indexed. **$9.95**

194—STALKING THE FEATURE STORY *by William Ruehlmann.* An experienced newspaper feature writer, using hard-hitting anecdotes and examples from the best of today's feature writers, tells how to develop a story and to work effectively under deadline pressure. Advice on grammar, diction, construction, style, on and off-the-record comments, investigative reporting...for the beginner and the pro. 310 pages,indexed. **$9.95**

195—BROADCAST JOURNALISM, *An Introduction to News Writing, by Mark W. Hall.* A practical approach to radio and television newswriting based on the concept an electronic newsperson must be a journalist first and a broadcaster second. 156 pages, indexed. **$7.95**

196—IN PRAISE OF ENGLISH *by Joseph T. Shipley.* A literary and drama critic traces the flowering of the language from its Saxon beginnings, the manifold forms and uses of words, the machinery of expression: synonyms and antonyms, slang and obscenity, polite euphemism and lofty metaphor. 310 pages, indexed. **$12.95**

197—DOS, DON'TS & MAYBES OF ENGLISH USAGE *by Theodore M. Bernstein.* Material drawn almost entirely from his thrice-weekly, nationally syndicated column "Bernstein on Words." Some of the answers to confusing problems that arise in everyday usage, offering an understanding of the nuances of punctuation, origin and proper use of slang, shades of meaning in misused words and phrases. Alphabetical format. 250 pages. **$12.50**

198—THE INFORMATION PROCESS, *World News Reporting to the Twentieth Century, by Robert W. Desmond.* A survey of world news reporting from the invention of the alphabet, paper and ink, to the printing press and to the perfection of the mass communication system. Emphasis on the great advances in the nineteenth century...newspapers, telegraph, cable, telephone, etc. 496 pages, indexed. **$22.50**

199—SCHOLASTIC JOURNALISM, *by Earl English and Clarence Hach.* Sixth edition of this journalism text using the outline approach to present theory easily and quickly. Twenty-eight chapters on understanding and gathering news, editing, preparing copy, functions of all mass media with class exercises provided in each instance. 320 pages. **$7.50**

200—WHERE THE JOBS ARE: COMMUNICATIONS, *by Maynard Hicks.* Professional tips to steer a job aspirant toward a successful career in publishing, radio, television, advertising, photography or motion pictures. How to marshall your personal assets and where and how to sell them. 136 pages. **$7.00**

201—THE ECONOMICS OF THE AMERICAN NEWSPAPER, *by Jon Udell and Contributing Authors.* A detailed discussion of the business of American newspapers sponsored by the American Newspaper Publishers Association Foundation. Covering economic environment, objectives, planning, technology and an analysis of newspaper revenues and costs. Complete with tables and graphs. 160 pages, indexed. **$11.50**

202—THE ARIZONA PROJECT, *by Michael Wendland.* A first account by the author, who was a member of the team, of the expose by the Investigative Reporters and Editors Team (IRE) on organized crime in Arizona prompted by the murder of Don Bolles. Drawn from notes, diaries, memoranda, tape recordings and film of all the members of the team. 276 pages, indexed. **$9.95**

203—POSITIVE IMPRESSIONS, *New England Newspapers Advertising Bureau.* An in-depth manual on sales development and sales training for newspaper advertising salespeople. All aspects of the space selling process are reviewed, from "Organizing Your Time" to "Answering Objections." Also, a list of suggestions for preparing and giving a sales presentation. 114 pages. **$12.50**

Out of Print and no longer available:

103—N.Y. Times Dictionary of Misunderstood, Misused and Mispronounced Words
146—Precision Journalism, A Reporter's Introduction to Social Science Methods

---

Use this coupon to order your books by number.
(Allow 4-6 weeks for delivery)

EDITOR & PUBLISHER BOOKSHELF
575 Lexington Avenue, New York, N.Y. 10022

Please send me the books whose numbers I've checked below. Full payment enclosed, plus 50¢ per book for handling and mailing. (Books not returnable.)

New York State or City residents add applicable sales tax.

___187	___191	___195	___199
___188	___192	___196	___200
___189	___193	___197	___201
___190	___194	___198	___202
			___203

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

Growth of groups subject of study by News Council

By Lenora Williamson

In its Summer meeting in New York City, the National News Council began an exploration of what forms of ownership of the news media best serve interests of the public. No decision was made on whether the study, which was expected to extend to Spring, 1979 will result in any formal recommendations or conclusions.

The Council heard Rep. Paul Simon of Illinois, himself a former publisher of weeklies in Southern Illinois and cosponsor with Representative Morris K. Udall, Arizona, of two Congressional bills dealing with the press. Simon told the Council he thought it could render a valuable service by attempting to define the potential problems presented by economic concentration of newspaper ownership.

At upcoming meetings through Fall and Winter and into next year, Norman E. Isaacs, chairman of the Council, anticipates the group will hear from executives of such newspaper groups as Knight-Ridder and Gannett as well as from large and small independent newspapers. Viewpoints from a variety of outside sources also will be sought.

Rep. Simon discussed the proposed Congressional legislation—one to amend inheritance tax laws to encourage survival of family-owned independent newspapers and another that would launch a three-year study of trends toward monopoly ownership in basic industries including the media.

The Council announced that subjects to be explored include the advantages and disadvantages of chain ownership or other forms of economic concentration with respect to freedom of the press, autonomy of news and editorial judgment, adequacy of budget and quality of coverage. Problems involved in preserving and protecting independent newspapers and radio and television stations will be explored.

Also, the Council expressed interest in taking a look at new problems created as conglomerates enter the media field. The inquiry will include news media accountability to the public and problems of access and editorial control.

Rep. Simon set about his informal remarks by saying first, as a former publisher, he had to get some "gripes" off his chest. He declared that newspapers are not doing the job they should in editorial followups on important issues and events.

He cited the Postal Service rate increases in mailing of newspapers and magazines as "not a healthy thing for the free flow of ideas. The Postal Service ought to encourage not discourage," Simon declared.

His third gripe was the dearth of press attention to the disarmament sessions going on recently: "It's easier to pay attention to the frivolous" he lamented.

The Council, via a Freedom of the Press committee statement, declared the recent Supreme Court decision in the *Zurcher v. The Stanford Daily* case allowing police search of news organizations offices via search warrant, puts in "new jeopardy" the rights guaranteed to the press by the First Amendment.

The statement, in part, said: "The Council welcomes the assurance given by Vice President Mondale and the Justice Department that the Carter Administration will seek measures to limit the damage to the press through exercise of administrative restraint. Congressional action would be a helpful reinforcement for these assurances.

"Similarly, the Council endorses emergency legislation at the state level. This would provide desirable safeguards against newspaper search in the absence of reasonable proof that the desired material would otherwise be destroyed or removed from the state . . . "

William A. Rusher, publisher of the National Review, filed a dissenting opinion, with William H. Brady, Jr., chairman of the W.H. Brady Co., Milwaukee, concurring, in which he wrote:

"In seeking special privileges for themselves, under novel and strained interpretations of First and Fourth Amendments to the Constitution, spokesmen for the media (including this Council) are seeking to distinguish the media from the people as a whole. In so doing, they run a grave risk of alienating the public permanently . . . "

The News Council also formulated a statement on the experimental projects under way permitting cameras in the courtrooms. The Council endorsed the recommendation of an American Bar Association special committee that the Bar's cannon be revised to give television, radio and photographic coverage of judicial proceedings.

The ABA proposal, to be considered in August convention, states that such coverage "is not *per se* inconsistent with the right to a fair trial. Subject to conditions and restrictions established by local rule or by agreement with representatives of the news media, such coverage should be permitted if the court in the exercise of sound discretion concludes that it can be conducted unobtrusively and without distracting the attention of trial participants."

The Council statement urged a prompt start on broadcast of appellate court proceedings.

An FOP committee's policy statement on complaints re nonacceptance of "editorial advertising" noted that up to this time the Council has laid down no policy on questions relating to the fairness of decisions by news organizations on the acceptability of advertising.

"There are many compelling reasons for steering clear of complaints that concern normal commercial advertising. Genuine questions of press freedom are seldom involved even where the standards enforced by a news organization may impress the advertiser as arbitrary. However, the appropriateness of a similar blanket hands-off policy is less clear-cut where so-called "editorial advertisements" are at issue.

The Council policy statement noted that the Supreme Court has ruled in the case of broadcasters and newspapers, that they cannot be forced to accept advertisements of an editorial character, and the right of newspapers to reject ads they consider fraudulent, deceptive, ambiguous or in bad taste also has had judicial approval. Ads containing attacks of a personal nature or alleging criminal conduct are subject to rejection without court redress.

The Council states that questions of access through opinion ads are likely to increase in number.

Acceptance or rejection of editorial advertisements by the news media may give rise to complaints properly within the Council's purview, according to the statement, and where cases of this nature are submitted, the Council will study the circumstances to determine whether the specific complaint "raises a clear-cut issue bearing on freedom of speech and freedom of the press. To the extent that such issues are present, the Council will investigate in accordance with its established procedures."

A tribute to the late Nelson Poynter, chairman of the board of the *St. Petersburg Times* and *Evening Independent*, was in the form of a resolution passed by the council members. It read as follows:

"Nelson Poynter's name will live in the twentieth century history of American journalism as a leader in the steady drive for professionalism and as a devoted, major contributor to journalism education. He was one of the earliest, strongest and most consistent supporters of press accountability and responsibility. The National News Council goes on

(Continued on page 31)

For Powerful Year-Round Promotions
AMERICAN FLAG KITS
3' x 5' Double-Stitched Flag
W 6 Ft. Jointed Metal Pole & Accessories
Made in U.S.A.
Immediate Delivery

FLAG
HEADQUARTERS
for Newspapers
Write or call Today
for Catalog Sheet
ATLAS FLAG CORPORATION OF AMERICA
Eldorado, Ill. 62930 • 618 273-3376

Airline ads

(Continued from page 10)

Times. We organized it and turned it over to the Times."

Orlie said the section today is a two-page mini-section. "Basically, it represents 100% incremental revenue to the Times," he said. "That's good, of course, but it took some guts on their part. It took commitment. It took accepting a format."

He said the venture in San Francisco was similar "although it hasn't been the total incremental bonanza that it was to the Los Angeles Times."

Orlie said United's Reno service started April 30 and United plans to continue to run ads in both paper's sections "long after the original 26-week commitment is up."

Orlie said, "the point here is that a marketing need was met with an innovative strategy and that strategy involved an innovative approach to newspaper advertising. The payout to the newspapers is increased advertising revenue."

Orlie told newspaper ad execs that one thing newspapers offer that advertisers can't get with broadcast media is "tangibility."

"It's here, it's in print," he said. "Look at it. Study it. Take your time. It's not here now and gone in 30 seconds. If necessary, you can even tear it out and keep it forever. Obviously such a benefit in a local medium bears using and using well. When it comes to that important message where it is important to have it in print, to have it tangible, to have it so that the consumer may study it and refer to it later . . . we use newspaper. I refer to it as the retail advertising of the airline business . . . schedule and price advertising. Especially price.

"It's no mystery to anyone that the current airline industry is in a price war," Orlie said. "Competitive pricing is the No. 1 aspect of airline marketing in terms of newspaper advertising. It is the major reason why United Airlines is using newspaper as a major medium today. Because it is important to have our prices available tangibly in black and white in a very competitive marketplace.

"As pricing variety becomes more and more important, airlines will be using newspaper advertising more and more to communicate their price strategies."

Search ruling

(Continued from page 13)

have often gone to jail on contempt charges rather than violating confidentiality, Landau pointed out that, since contempt is a crime against the court, "it is unrealistic to assume that a local judge, when a crime has been committed against his own authority, is going to serve as an effective guardian of the privacy of newsrooms."

Third, Landau pointed out that almost every desk in every newsroom contains confidential information of some nature and that, with police able to rummage at will, many sources of news will dry up since a confidence can no longer be respected.

Shattuck's testimony cited "an ironic measure of the erosion of First Amendment press freedoms" in that the press is now asking for protection from surprise searches by a subpoena-first policy, "despite the fact that six years ago the news media were bitterly protesting the issuance of any subpoenas against reporters in the way of the Supreme Court's Branzburg ruling."

Shattuck also pointed out that rummaging searches were one of the underlying causes of the Revolutionary War.

If you think you're under pressure at press time, wait till you feel it at courtroom time.

The publishing business is a pressure business. But until you've faced the pressure of a libel suit you may not really know what pressure can be. With today's jumbo law suits, a libel settlement could very well cripple your business.

That's why you need Publishers Libel Insurance from ERC. We've been underwriting libel and copyright insurance for over 40 years and we know what it's all about. Today, there's only one exclusion left in our policy: Commercial printing for third parties. And you can have that, too, for a small additional premium.

Although the incidence of claims is increasing, our coverage continues to be comparatively inexpensive. But regardless of cost, not to have libel coverage when you need it could be a real "catastrophe".

If you (or your insurance representative) will mail us this coupon, we'll respond by mail with all the details. Do it today. It's one policy a publisher can't afford to be without.

Publishers Libel, Department 3
Employers Reinsurance Corporation
21 West 10th Street
Kansas City, Missouri 64105

Please tell me more about your Publishers Libel coverage.

NAME _____

TITLE _____

PUBLICATION _____

ADDRESS _____

CITY, STATE, ZIP _____

TELEPHONE _____

OCR technology breakthrough will impact newspapers

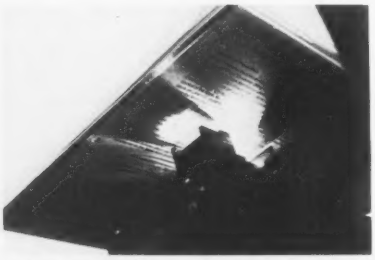
In some segments of the newspaper industry OCR is considered dead. But now a breakthrough in optical character recognition technology promises to position a newly developed OCR system into newspaper libraries and/or newspaper data base operations.

Kurzweil Computer Products of Cambridge, Mass., has developed a data entry machine that scans and recognizes ordinary print in any type font or combination of fonts, and a wide range of sizes.

The Omni-Font OCR system is an outgrowth of research and development that produced the Kurzweil Reading Machine (KRM). The KRM system converts printed and typed material into synthesized speech for the blind and has been in use since 1976.

Three commercial data entry systems, known as the Kurzweil Data Entry Machine (KDEM) and each priced in the $100,000 range, are to be delivered in July and August of this year.

Hardware for the (KDEM) system includes a Data General Nova 3 minicomputer with 64K, a 10 Mega Byte disk (Data General), tape drive, CRT terminal (Hewlett-Packard model 2649A), and the Kurzweil Scanner. Software for the system is to be licensed.



Scanner reading printed text is part of Kurzweil Data Entry Machine system.

KDEM converts print in any type font or combination of fonts into computer form and the firm says it will develop the interface for online disk storage. Present conversion rate is approximately 30 characters per second with an error rate as low as one in 20,000.

No special preparation of source documents is necessary. The system reads hardcover and softcover books, magazines, corporate and government manuals, photocopies, and typewritten pages, newspaper and journal articles and all in their original form. Output in ASCII code can be written for tape, teletype-compatible interface plus disk.

The KDEM is operated in two steps. The first is training the system and the second is the operation in a production mode.

To optimize the system's internal character definition tables which control the character recognition process, or to create these tables for sets of special character forms, the system is operated for a brief period of time in a training mode. In this mode, one line at a time is scanned and the recognized characters displayed on the CRT terminal. The operator verifies each identification and edits corrections, if any. Characters that have not previously been verified in this or any previous training session for the material are highlighted on the screen.

Data entered in the training mode is stored and does not need to be rescanned. The length of time required for training for a particular data entry task depends on its complexity (number of fonts, special characters, unique format, etc.), but is typically less than 30 minutes.

Ambiguous letters can be verified by using CRT terminal.

After the training mode is completed, the bulk of the data is processed in the production mode. For most tasks, the entry speed is many times that of key entry. Accuracy rates depend on a number of parameters. Print quality is important.

The system recognizes each character and then the system computes a confidence index measuring the reliability of the identification. The operator can override the default settings of a number of system parameters.

The KDEM scanner is a specially designed camera with lighting system, integrated sensing array and preamplifier circuit riding on a computer-controlled X-Y mover that scans the printed page and transmits the analog image to an image enhancement circuit. This circuit brings out features which improve the recognition process by increasing the contrast found on the page and eliminating noise. The enhanced image, in digital form, is transmitted to a computer in the data entry unit.

The software program separates the image into discrete character forms and the relationships of these properties are extracted for each character. This set of properties (Multiple Property Descriptor (MPD) is compared to MPD's in the character definition table to generate a tentative identification.

The system's real time software package permits concurrent operation of the scanning-character recognition process and the optional operator intervention and editing process.

The company is conducting further research into the software aspect of the KDEM to improve power and flexibility of the system.

Gannett's per share earnings rise to 84¢

Net earnings gains of 20% for the second quarter and 21% for the first half of 1978 were reported by Gannett Co., Inc.

Operating revenues and earnings per share also set first half and second quarter records.

Net income for the second quarter was $22,524,647 compared with $18,724,354 in 1977. Earnings per share in the second quarter were 84¢ compared with 70¢ in 1977. Operating revenues for the quarter of $172,262,957 increased 23% from $140,363,736 in 1977.

First half net income was $37,680,321 compared with $31,170,716 last year. Earnings per share were $1.41, compared with $1.17 in the first six months last year. Operating revenues were $320,742,116, up 24% from $258,949,554 last year.

Paul Miller, chairman of the board, and Allen H. Neuharth, president and chief executive, said in a letter to Gannett shareholders, "Advertising linage advanced 8.2% for the first half over a year ago reflecting the continuing strong advertising gains."

Harte-Hanks reports higher earnings

Harte-Hanks Communications, Inc. reported earnings per share of 96¢ for the quarter ended June 30, a 22% increase over the 79¢ reported for the same quarter of 1977. The announcement was made by Robert G. Marbut, president and chief executive officer of the San Antonio based communications group.

Net income for the quarter was $4,358,000, an increase of 24% over the $3,521,000 reported for the same quarter of 1977. Revenues were $44,907,000, compared to $36,454,000 the previous year. Revenues increased 21% on a pro forma basis. Goodwill amortization reduced second quarter earnings per share by 12 cents in 1978 and 11 cents in 1977.

Net income for the six months ended June 30, 1978, was $7,100,000 up 22% over the comparable period in 1977. Earnings per share for the six months period in 1978 were $1.56, a 20% improvement over the $1.30 in 1977. Revenues for the six months reached $83,341,000, compared to $68,488,000 last year. On a pro forma basis, the revenues were up 19%.

Newspapers claim BAR figures inflate tv ad outlays

A listing of the top 15 newspaper advertisers in television (based on Broadcast Advertisers Reports figures) that appeared in the April 29 issue of *E & P*, considerably overestimated newspaper spending for tv commercials in both 1976 and 1977, according to officials from several of the newspapers listed.

However, executives at some of the newspapers listed said the figures either underestimated what they had actually invested or were "very accurate" or "substantially correct."

"Even factoring in a 15% commission, the statistics are much too high," said David Gelsanliter, vicepresident and general manager of the *Philadelphia Inquirer* and *Daily News*, who first contacted E & P to complain about the inaccuracy of the BAR figures. "I guess this underscores the risks of using Television Bureau—BAR studies that contain dollar projections based on a one-week-a-month measurement."

The BAR figures reported that the Inquirer was the third largest investor in tv among newspapers in 1977, spending $868,500. Gelsanliter said the Inquirer actually spent only "about" $500,000.

Gelsanliter said the Inquirer's 1976 tv expenditure was "about" $250,000, not the $320,000 reported by BAR. Likewise, at the Philadelphia News, BAR reported $231,000 was invested in 1977 and $84,500 in 1976, while Gelsanliter said only $100,000 was invested in 1977 and the paper did not use tv advertising in 1976.

After hearing from Gelsanliter, E&P decided to contact each of the newspapers listed in the top 15. The *New York News* was listed by BAR as the top newspaper investor in tv in 1977, with a total investment of $1.5 million. Jonathan Thompson, marketing director of the News, said his paper invested $900,000 in tv in 1977.

The *New York Times*, listed as the second biggest newspaper spender on tv in 1977 with an investment of $1,118,400, actually invested $1,185,500, which means the BAR figures underestimated the Times' investment by $67,100.

In 1976, BAR reported the Times investment in tv to be $632,800, when it was actually $521,380, according to circulation promotion manager Warren Abrams.

BAR also overestimated the *New York Post* tv expenditures for 1977. BAR stated the Post invested $530,900 in tv advertising in 1977, placing it fifth on the top 15 list. Robert Costello, director of advertising sales and promotion at the Post said the paper actually invested $340,000 on tv advertising in 1977.

BAR figures underestimated the *Chicago Tribune* expenditures in 1977 by $13,500 and overestimated them in 1976 by $66,000, according to assistant marketing director Les Bridges.

Los Angeles Times investments in tv were underestimated for both 1977 and 1976 by BAR. BAR reported that the Times invested $396,000 in 1977, while Times director of promotion Gordon Phillips said the paper actually invested $601,500.

For 1976, BAR reported that the Times invested $366,400, however Phillips said the paper actually invested $459,500 in tv.

Tv expenditures for the *Houston Chronicle* were lower than BAR estimations for 1977 and higher than BAR figures for 1976. *Washington Post's* actual figures were higher than reported by BAR for 1977 and lower than reported by BAR for 1976.

Dick Jeffrey, promotion director for the *Dallas News* labeled the BAR figures "substantially correct" for both years, while John Wolf, vicepresident of sales and marketing for the *Dallas Times Herald* said the BAR figures were "very accurate."

Why the discrepancies in the figures? Television Bureau of Advertising President Roger Rice explained that BAR measures network tv commercials daily, but in local tv, for the top 75 markets, it measures tv commercials only one week out of every month and then projects for the year.

He said another reason why the BAR figures might not be exactly the same as the actual figures provided by the newspapers is that some of the figures provided by newspapers do not include trade-off tv time.

"When BAR measures commercial time, it does not take into consideration trade offs (tv commercials in exchange for newspaper ads) and in some instances that trade off time is counted as actual dollars spent," Rice said. This, he said, could be another reason for some of the overestimations.

Rice pointed out that the BAR figures for local tv spending is based on the one-week-per month monitoring and said neither TvB nor BAR has attempted to cover up that fact.

Levine named pr director

Howard Levine has been appointed national public relations director for the United Jewish Appeal.

Levine is formerly director of public relations of the New School for Social Research in New York.

THE BEST TIME TO ASSURE THAT YOUR ADVERTISERS ARE

"GOOD PAY"

IS *BEFORE* YOU TAKE THEM ON!

We can take the question out of credit whether your prospective customer is a mass advertiser or a local one. Check the low cost of becoming a subscriber to CBI, specialists in media credit for 90 years! Write for information now.

Media Credit Specialists

CBI

CREDIT BUREAU, INC.
P.O. Box 17022
Dulles International Airport
Washington, D.C. 20041
or *call* (703) 620-3700

A Wholly Owned Subsidiary of American Newspaper Publishers Association

Copy system permits later news plus better editing

Omaha World-Herald has converted to an electronic copy processing system, Hendrix 6500, that will permit later news for readers and improved editing by staff members.

The newsroom system consists of 46 Edit III terminals, a primary and backup data manager, three terminal controllers, a backup terminal controller and a composition processor. Three 29-megabyte data storage discs presently on site will be replaced in August with new 80-megabyte discs.

Peripheral devices include three Extel printers, one paper tape reader and punch and Teleram remote terminals. The system receives two high-speed newswires—AP DataStream and DataSpeed—and seven slow-speed wires.

There are four United Press International wires, the *New York Times* wire, the *Los Angeles Times* wire and a wire from the newspaper's remote terminals.

New software features developed by Hendrix for the World-Herald include: automatic production control (Stories sent to the typesetters are separated into rush, regular and advance queues. The system first looks at the rush queue and if there is a story in it, sends it to the typesetter. If the rush queue is empty, the system looks at the regular queue. Only when the rush queue is empty does the system pull stories from the regular or advance queues). This feature assures an orderly and timely flow of stories to the typesetters without manual intervention; accufit. (Previous systems could measure the length of a story only after it was hyphenated and justified. Accufit provides a quick and accurate estimate of story length without changing the story to hyphenated and justified form on the screen); expanded queues. (The 150 queues in the previous Hendrix software were expanded to more than 300 for the World-Herald. These provide greater flexibility in managing the many stories which enter the system daily); floppy discs. (In previous versions, paper tape was used for system diagnostics and program loading. The "floppy disc" is faster and easier to maintain); next queue. (This function allows a user to automatically send stories to a designated editor without having to insert the name of the destination queue each time. This will, for example, allow reporters who customarily send all of their stories to the city editors to do so with a single keystroke); automatic purging. (A system for eliminating unused stories from the computer's memory has been developed. Stories can be automatically purged on a schedule based on the length of time they have been in the system. Stories in certain queues can be protected from the purge. The number of specific purge instructions available has been increased from 32 in the early 6500 system to 140 and can be altered at the system teletype.)

Anotner feature to be added in the second phase is a system for setting market tables and boxscores from the Associated press DataSpeed wire with no intervention by editors.

Portable Teleram terminals will be used for the World-Herald's Lincoln bureau, by sports writers at game sites and at other remote assignments.

The World-Herald completed conversion to cold type in November, 1974. The present system includes: three Harris TXTs, which set type for news, classified and display ads. These will be retained; two DEC PDP8 computers for hyphenation and justification of stories before they go to the typesetters. These will soon be used only for classified ads.; Two ECRM scanners which will continue to be used for processing classified ads.; One IBM System 7 computer for transporting want ads from the scanners back and forth to an IBM 370 computer several blocks away. The IBM sorts and assemblies the want ads in the desired order.; perforating machines which have been used to produce news and display ads.; four Harris 1100 terminals for proofreading and for producing special pages and weather and sports tables.; four Harris 2200 terminals used for composing display ads.

A committee to select a vendor included representatives from news and production departments, the controller and the president's office. Visits were made to newspapers at Long Beach, Davenport, Cocoa Beach, Bloomington, Peoria, Chicago, Baltimore, Minneapolis, Little Rock, Austin and Charlotte. The list was first narrowed to four vendors and then the final selection made.

John Gottschalk, administrative assistant to the president and head of the paper's electronic copy processing project, said: "The major benefits of the system are later deadlines, former responsibility in the newsroom for final copy , and reduced production expense. These benefits will yield an improved news product for our readers.

"Hendrix classified and pagination development were also influential. We believe the 6500 will position us to take advantage of the rapid technological developments in the industry, regardless of which vendor markets the development."

Six World-Herald staff members conducted a two-day benchmark test of the system at the Hendrix factory in Manchester, N.H. in December. A second benchmark was conducted there in January before the hardware was shipped. A final on-site test was conducted early in May.

The World-Herald's 7,000-square-foot newsroom was redesigned to accommodate the new system. Before the remodeling there were approximately 80 desks, each with a typewriter. About half were IBM Selectrics and half manual machines. There were two large, horseshoe-shaped copy desks and a glass cubicle which housed wire service teletypes.

Room had to be found for 39 of the 46 terminals (the others are in offices for the magazine staff and editorial writers) plus five small, semi-private offices. This was accomplished by using panel-hung furniture for more efficient use of the space.

A raised floor was installed so that the cables and wiring are out of sight. Panels in the tile flooring can easily be lifted to make changes in the wiring—telephone, terminal or electrical.

The installation of the floor and new furniture took place during regular working hours over a three-week period without missing a beat in the production of the paper.

The World-Herald has about 148 fulltime editorial employes and 22 part-time employes. Terminals are shared by two of three reporters. There is one terminal for each copy editor. Some terminals are used by women's news and rewrite desks during the day and by sports at night

MicroSystems sold to US-UK papers

Orders for four more MicroSystems installations have been announced by Harris Composition Systems Division.

Decatur (Ala.) *Daily* has ordered an eight MicroStor, 18-terminal system for editorial and classified, with installation and training scheduled for early June.

Newark (N.J.) *Star Ledger* has purchased a dual MicroStor system with five CompuEdit VDT's for on-line/classified ad entry from New York City via a dedicated telephone line.

Two more MicroStors will receive ads from New York and editorial copy from The Ledger's dual-MicroStor bureau in East Orange, N.J., for processing on a T-1000 production computer system.

Composition System's European operations has landed two MicroSystems orders in Great Britain. The Kent Messenger group will take delivery in June on a three-MicroStor, eight terminal system. West Midlands Press has ordered seven MicroStors and 25 CompuEdits.

Syndicates

By Lenora Williamson

Cookbook writer develops "Special Diets"

When June Roth goes abroad, she does a lot of shopping—but not for clothes or jewelry or fashion accessories. She goes shopping for pots and pans and kitchen gadgets.

All treasures she finds go into an old-fashioned kitchen in her Teaneck, New Jersey home where she has written some 26 cookbooks and is now 6 months into self-syndication of a new column "Special Diets."

Also, during travels at home and abroad, June Roth makes it a practice to visit chefs of restaurants and hotels and inns and local cooking schools too. More importantly, she also makes it a practice to attend medical and scientific seminars related to health and nutrition since six of her cookbooks are medically related. The newest of these is "The Food/Depression Connection: Dietary Control of Allergy Based Mood Swings." (Contemporary Books, Inc., Chicago)

The years she put in research and writing those books has yielded yet another career activity. Last December, June began to think about a newspaper column on diets—but not one on how-to-loose-all-those-pounds.

Instead, she had been aware for a long time that when doctors put people on special diets there is a step missing. Who is going to tell people how to cook with such special diet restrictions and more than that, make the food appetizing?

June Roth at work.

So quite naturally, June developed recipes that would please the whole family as well as the "patient." There is an endless list of such restrictive diets—soft, bland, low residue, high residue, gluten-free, special allergy and more for column material.

June worked up some columns and set about self-syndication in January. The *Minneapolis Tribune* was first to sign, starting February 23, and has been running it ever since. Since then 14 papers started the weekly feature with others expressing interest. Twenty papers is the break-even point, June feels. "It's costing a fortune, but I'm having such a good time," is how she sums up the balance sheet of the first 6 months.

June Roth's husband, Frederick, has his own systems business but helps with production business of the column. They have two grown children, Nancy (an ad copy writer) and Robert (an attorney). The Roths married after World War II, and June turned to her cookbook writing career in the early 60s.

Earlier this month, she attended a nutrition symposium sponsored by American Home Economics Association in New Orleans and also as part of her research attends preventative medicine symposiums over the country. One of June's most recent books is "Cooking for Your Hyperactive Child". Her "Salt-Free Cooking with Herbs and Spices" won the Tastemaker Award given for the R.T. French Company for the best diet/health cookbook of 1975.

Mrs. Roth may be reached at June Roth Features, 1057 Oakland Court, Teaneck, N.J. 07666.

* * *

Lewis A. Little has been named vice-president for editorial development of United Feature Syndicate in an appointment made by Robert Roy Metz, president and chief executive officer of UFS and its parent company, United Media Enterprises, Inc.

Little joined United Feature Syndicate in 1977 as vicepresident, special projects director. His new responsibilities include development of comic and text features and other editorial services as well as their introduction to editors in major markets throughout North America. The first feature which Little developed for UFS was the recently released daily and Sunday comic strip about the cantankerous cat "Garfield."

Little has been in the syndicate business 15 years including posts as president and editor of the Register and Tribune Syndicate, national sales director of King Features, sales manager, *San Francisco Chronicle*, and founder of the Lew Little Syndicate. While operating his own syndicate, 1964-67, Little launched several editorial and cartoon features, including 3 now distributed by UFS—the daily and Sunday comic strips "Tumbleweeds" by Tom K. Ryan, "Wee Pals" by Morrie Turner, and a weekly panel by Tad Burness, "Auto Album."

Before the syndicates, Little worked 10 years as a reporter and editor for California newspapers.

THIS COLUMNIST WAS BANNED BY THE FRENCH GOVERNMENT

Lifestyles writer Marian Christy was banned from Paris fashion because she painted a less than rosy picture of haute couture.

Her incisive, people-oriented writing has earned her 34 writing awards. She brings celebrities such as Jackie Onassis, Truman Capote, Nancy Kissinger, Bill Blass and Princess Caroline of Monaco into the pages of your newspaper.

Start giving your readers a taste of the good life with Marian Christy now!

For complete information and rates call John J. Carroll collect (212) 557-2333.

UNITED FEATURE SYNDICATE
200 Park Avenue
New York, N.Y. 10017

Colorado Springs dailies order Dymo copy systems

Colorado Springs (Colo.) *Sun* and the *Colorado Springs Gazette-Telegram* have ordered electronic copy processing systems from Dymo Graphic Systems. The Sun has ordered a major expansion to their existing copy processing system, and an associated Dymo Business Processing System. The Sun completed the first phase of its entry into automated copy processing with the installation of a Dymo CPS 550 system two years ago.

The Sun is a morning and Sunday newspaper with a circulation of 30,000. It has recently been acquired by the Oklahoma Publishing Company, which has initiated an extensive facilities and hardware expansion program, including plans for construction of a new 56,000 square foot plant in downtown Colorado Springs, Colorado.

The dual CPS 7A20/BPS 820 system, which is installed temporarily in the present plant, will permit expanded prepress production of all copy (editorial, classified and display), together with automatic and simultaneous transfer of appropriate data to the business system for processing such operations as classified and display ad billing, accounts payable, payments in advance, and circulation reports.

Major components of the previously installed CPS 550 will be adapted for use as the core of their new BPS 820. Two 50 megabyte disc units for duplicated data storage, two 300 lpm printers (one assigned to the paper's circulation department, the other to the business office), and two video display terminals (Model 51s) will be installed as part of the BPS package.

Key components of the new production CPS 7A20 will include two 64K CPU's and two 50 MB moving head disc units. Copy is input to the systems via a full range of press wire services and thirty-four VDTs, (Model 51s). Output will be processed on a 130 cps line printer and four existing Pacesetter phototypesetters.

The *Colorado Springs* (Colo.) *Gazette-Telegraph*, a member of the Freedom Newspaper chain, has ordered two Dymo Systems—a CPS 7A20 Copy Processing System and a BPS 820 Business Processing System.

The Gazette-Telegraph is a 73,000 weekday circulation daily that publishes one morning edition and two afternoon editions. On Saturdays and Sundays single editions are published; the latter has a distribution of 79,000. Average weekday number of pages is 68, including seven of classified. The Sunday edition reaches 120 pages with about 24 of classified.

The new dual CPS/BPS systems, inter-related via a data link, will permit complete prepress production of editorial, classified and display production while simultaneously handling business procedures such as classified ad and display ad billing, accounts payable and receivable, circulation billing and reports and marketing analyses of circulation data.

The new systems, represent the Gazette-Telegraph's first use of computerized copy processing for composition. They have, however, been processing some of their business operations via a computerized system for nearly eight years.

Components of the production CPS 7A20 system will include: two 64K computers (CPUs); two 50 megabyte moving head disc units for redundant data storage; 30 Dymo Model 51 Editing Terminals; 18 Model 50 reporter-entry Editing Terminals; a Graphic Display Terminal for block and page make-up; a 180 cps line printer for producing hard copy proofs for editorial and classified copy; four high speed and one low speed press wire modules; one remote terminal interface; and output modules for two high speed CRT phototypesetters.

The BPS 820 system includes: two 32K CPUs; two 50 megabyte disc units; two 300 LPM line printers for circulation and business reports; and four Model 51 Editing Terminals specially adapted with business keybanks.

New software package released for 2500

Composition Systems Division of Harris has introduced a new software package, HNS2 "RELEASE III," for its 2500 copy processing systems. The Release III package adds new capabilities and improved system performance to HNS2 software.

The software supports additional core memory beyond 128K, of the 11/70 CPU's and additional on-site user changeability for such things as directories, levels of password security, maintenance of credit files plus some 30 other new features.

One of the features of the new software is a hyphenation package which sets a new standard for accuracy in hyphenating words. The new "Hyphenation Plus" package has been tested with 100% accuracy in processing a Thorndike-Lorge listing of more than 60,000 words. The Thorndike-Lorge listing, contained words occurring at least once in a million times and the system hyphenated them perfectly as listed in Webster's New World Dictionary, second college edition. In addition, Harris has added a user updatable exception word dictionary.

In the area of processing hyphenated and justified copy, the software provides three new features: an improved quick fit for fast estimates of copy depth using six user changeable default parameters for local or wire stories; multi-user hyphenation-justification (H&J) enables multiple users to perform H&J tasks simultaneously improving overall throughput and interactive H&J response; hyphenation-justification to storage is a new feature to H&J copy, as a background function, enroute to the next queue or directory. This feature automatically H&J's a story while it is being sent to an editor or copy desk reducing the overall time a reporter spends on his story.

Enhanced classified system features include: terminal maintenance of the bad credit phone file of up to 50,000 phone numbers, updates and deletions are handled on the 1700 terminal, a listing of all bad numbers can be created right from the terminal; enhanced classified ad report capability—20 different accounting and management reports can be accessed from the system; and enhanced report layout capability.

Non-counting keyboard drives typesetters

Varisystems has introduced a non-counting tape perforating keyboard incorporating a 20-character fluorescent display; six-, seven-, and eight-level paper tape output; and data correction capabilities.

Called VARICOMP 1100A, it's designed to drive the company's new line of VariSet phototypesetters or any phototypesetter using industry-standard coding constructures. It's also a text entry device for a wide range of computer text processing and text editing systems, including Varisystems' editing keyboards and Varicomposer 1A, as well as Multi-Terminal Modular System.

Key features include: a 20-character display (5 x 7 matrix) with an additional 20 characters stored in buffer; reverse tape feed key which lets the operator backspace data for editing; word delete key which over punches all characters in the last word with a "rubout" code which automatically overpunches codes to a maximum of 128 characters; repeat key for automatic dot leadering, underlining, etc.; seven- and eight-channel code keys.

In addition, there are options for recall of fixed data formats to a maximum of 1,024 characters and storage and recall variable formats to a maximum of 256 characters.

Standard with the 1100A is a 50 cps punch and a 128 character TTS code generator. There's an optional alternate generator for foreign language composition. The keyboard has 70 alphanumeric and function code keys.

News Council

(Continued from page 24)

record as paying deep and sincere tribute to his many accomplishments and, most important, the questing spirit that motivated the advances he pioneered."

Rita Hauser, New York attorney and former United States representative to the United Nations Commission on Human Rights, was elected to membership of the National News Council. Hauser has been a Council adviser and now as a member replaces the former Representative Edith Green of Oregon, who resigned in April. Hauser is a partner in the New York law firm of Stroock & Stroock & Levan.

Arizona Republic hikes Sunday price

The *Arizona Republic* in Phoenix will raise the price of its Sunday edition 10¢ effective July 30.

The newsstand price of the Sunday edition will be increased from 40¢ to 50¢ and the home delivery price of seven days of the Republic will rise from $1.15 to $1.25 per week. There will be no increase in the cost of the Monday through Saturday editions, now 20¢ per copy on newsstands and 75¢ per week delivered at home.

The price increase of the Sunday edition is the first in four years and 20% of the hike will go to carriers.

Doug French elected NAEA president

Doug French, advertising manager of the *Prince George Citizen* was elected president of the Newspaper Advertising Executive Association of Canada.

Other officers elected were: Ed Shultz, director of marketing, *Brandon Sun*, vicepresident; and Stu Warne, advertising manager, *Medicine Hat News*, secretary-treasurer.

Grievance actions taken by Council

In grievance actions during the June 27 National News Council session, the Council rejected a complaint that a *Time* magazine article on Federal employees "violated accepted standards of journalism."

The AFL-CIO Public Employee Department, through its president, W. Howard McClennan, listed 8 specific examples of "misleading and inaccurate information."

The Council found 1 of 8 parts of the complaint warranted: the sentence in the Time story which mentioned that federal employees are exempt from Social Security taxes could have been interpreted to mean that the employees have considerably less money deducted from their wages than private employees when in fact, federal workers pay into their own pension fund. The Council found that portion of the complaint warranted in that "Time's shorthand statement was so incomplete as to be seriously misleading."

In another complaint, Billie M. Howes, director of the Center for Instructional Development of Amherst, Mass., had complained about the use by the *Daily Hampshire Gazette* of Northampton, Mass. of unattributed material from anonymous letters in the preparation of news stories.

In response to Council's inquiry, Edward Shanahan, editor of the Hampshire Gazette, admitted the complaint "had merit" and that the newspaper "erred badly". The Council sent a copy of the letter to Mrs. Howes and Shanahan wrote a personal letter of apology to her.

The Council action noted: ". . .Mrs. Howes agrees that an acknowledgement of error in the paper months after the incident would have served little more than to have revived the matter to her possible detriment. The Gazette and all other news organizations are reminded of the dangers inherent in the use of anonymous material. The Gazette erred in not publishing acknowledgement of error promptly."

In a third case heard at this Council session, the group found unwarranted a complaint that the *Boston Globe* had "suppressed" a story charging President John Silber of Boston University with selling admissions to the university's medical and law shcools.

Also rejected were other aspects of the complaint brought by Stephen Kohn, an editor of the *bu exposure*, that stories concerning the university's relations with its employees had been similarly suppressed.

The Council deferred action on a portion of the complaint involving the story of the H.E.W. investigation into admissions policies in order to obtain a response on this aspect from the Globe. Re the other stories mentioned in the complaint, the Council held that the Globe's decision not to publish was a reasonable exercise of editing judgment.

Correction

The *Chicago Sun-Times* was mistakenly identified as an "all day" instead of a morning paper in a circulation table which ran July 8 on pg. 14.

ORDER *YOUR* OWN SUBSCRIPTION TODAY. JUST MAIL THIS COUPON.

Editor & Publisher
575 Lexington Ave., New York, N.Y. 10022

Gentlemen: Please start my subscription now, addressed to:

Name .....

Address .....

City .....

State ..... Zip .....

Company .....

Nature of Business .....

☐ My remittance is enclosed. F-308

$18.00 a year, U.S. and Canada; all other countries $40 a year.

N.Y. Times Foundation distributed $655,602 in 1977

The New York Times Company Foundation, Inc. reported this week that it distributed $655,602 in grants during the year 1977.

A listing of all grants is contained in the Foundation's annual report, the first widely distributed report it has issued since it was founded in 1956.

Concentrating on areas of education, journalism, cultural affairs, community services and environmental concerns, the Foundation's grants in 1977 were the highest in its history and exceeded by more than $128,000 its disbursements in 1976.

The area of community services received the largest amount of money from the Foundation—approximately 35 percent of its total grants. Next was education, followed by cultural affairs, journalism and environmental concerns.

In a foreword to the report, Fred M. Hechinger, president of the Foundation, said that his view of a foundation's proper role is to come "to the aid of those worthy causes which give reasonable promise of deriving long-term benefits from short-term subsidy." Hechinger became president of the Foundation in July, 1977.

Classified Advertising

BENEFIT FROM OUR VAST NEWSPAPER AUDIENCE

FEATURES AVAILABLE

ASTROLOGY

"YOUR HOROSCOPE FORECAST," a provocative preview of the week ahead for all signs of the Zodiac. Written by a professional Astrologer/Columnist. Once weekly, high readership, low rates. Samples. Box 5247, Editor & Publisher.

"ASK THE ASTROLOGER"—A unique column that invites readers to ask and find out what's in the stars for them. Written by a professional Astrologer/Columnist; destined to become the "Dear Abby" of the Cosmic Set. Great reader response. 3 question and answers per column, once weekly. 500 words. Samples, low rates. Box 5290, Editor & Publisher.

AUTOMOTIVE

YOUR AUTO AND YOU: Weekly column of answers to your readers' car problems, plus weekly test report on new cars, vans. Write for samples, rates. Automotive Features, 814 E. Manor Circle, Milwaukee, Wisc. 53217.

BROADWAY COLUMN

RAY WILSON, interviews the "Who's Who" for his column and radio shows—for 25 years. Written from New York, Las Vegas. Hollywood, etc. Published Coast-to-Coast. Las Vegas Mirror Publisher Ralph Petillo says: "The most Interesting-Informative-Entertaining Broadway column in a decade." 550 words weekly. Samples: NEW YORK TODAY, INC., 78-11 Kew Forest Lane, Forest Hills, N.Y. 11375. (212) 544-1254.

BUSINESS

SMALL BUSINESS WORLD COLUMN caters to the needs of the "FORGOTTEN READERS" small business operators, minorities. Samples, rates available. J. N. Draznin. 6508 Lindenhurst Ave., Los Angeles, CA 90048.

SMALL BUSINESS COLUMN: Popular and practical feature for your local business community. Provides expert advice for the self-employed. Featured in Newsday, Miami Herald and other fine newspapers. Free samples. M. Stevens, 172 Mill River Rd., Chappaqua, N.Y. 10514.

CHILDREN

OUTSTANDING CHILDREN'S COLUMN, educationally oriented, great graphics, drawings; well-received features, crossword puzzles. Flexible format. Weekly or Daily Dr. Lawrence Charry, Suite 1505, 52 Vanderbilt Ave., NY 10017.

PEEWEE'S PENCIL — Daily reader-participation strip mainly for kids. Varied, fun, and challenging activities bring them back each day. For samples/rates: Peewee, P.O. Box 5594, Raleigh, NC 27650.

COMIC STRIPS

HARDPAN—A weekly comic strip presenting all the Farm News that's wit to print. J. Griswold, 914 2nd Ave., Seattle, Wash. 98104.

EDITORIAL CARTOONS

HARD-HITTING CONSERVATIVE political cartoons. This cartoonist has been reprinted in newsmagazines, books and won awards, too! Five days a week. Write for rates and samples, now! Box 5249 Editor & Publisher.

ENTERTAINMENT

RAY WILSON "On Broadway," a weekly column 550 words. Published Coast to Coast for 25 years. Samples: NEW YORK TODAY, INC., 78-11 Kew Forest Lane, Forest Hills, N.Y. 11375. (212) 544-1254.

LONG RUNNING Broadway column in the Winchell tradition, now being offered FREE to weeklies all around the country. Purpose is to expand circulation. News, reviews, anecdotes, and humor all included on an exclusive basis. Additional advantage is that visitors from your location are extended gratis courtesies. Samples supplied on request. Gary Stevens, 42 East 52nd St., New York, NY 10022.

FAMILY

NEW COLUMN—Award-winning journalist writes weekly for family-oriented. Sensitive, thought-provoking columns grab readers, keep them. Free samples. Kathy Clark, Box 105, Kintnersville, PA 18930.

FILLERS

SHORT FILLERS, headed fillers, old and new quotations, editorial quips—just the right mix of varied copy—that's Robbins Filler Service, now in its 22nd year. Ask us (on your letterhead) for a free sample copy. Robbins & Associates, P.O. Box 780, Seattle, WA 98111.

GARDENING

GRIP READER INTEREST with my exclusive photo and informative weekly feature on America's leading outdoor-indoor hobby, for all ages! Nationally-known by line. Details: Masson, Box 66, Needham, MA 02192.

GENERAL

AWARD-WINNING columns by 12 top columnists ranging from politics to jazz. Available from News World Syndicate, 401 Fifth Ave., New York, NY 10016.

HOBBIES

WORLD-WIDE stamp and coin news. Many exclusives. Weiss Features, 16000 Terrace Rd. #208, Cleveland, OH 44112.

HORSES

OF COURSE, A HORSE—why not? More people own and love more horses than ever before. It's a special interest with a broad appeal, especially for young women readers. Copley News Service, P.O. Box 190, San Diego, CA 92112.

HUMAN INTEREST

ERNIE'S WORLD profiles people. Write for samples, rates: WOW Features, P.O. Box 1659, Newark, NJ 07101.

FACT OR FICTION—MARK TWAIN: "The trouble with people is they know too many things that ain't so." Debunks myths. Rewards contributors Official Twain Honor Scroll. Wadler, 78 Cranbury Rd., Westport, CT 06880.

FEATURES AVAILABLE

HUMOR

SHE'S BRIGHT, she's witty, she's wild . . . and her "SUNNY SIDE UP" columns are the talk of the town. She's Marie Prestom. Copy pre-set ready to paste up. Free samples and prices on request. NEW ERA ASSOC., 14 Bay 26 Street, Brooklyn, NY 11214.

THE BEST family humor column this side of Bombeck. $2 per each 400-word column. Dick Emmons, 2411 Buckingham, Ann Arbor, MI 48104.

LABOR

TWICE WEEKLY column on labor issues, union politics. Samples and rates. Paul Fortney, Jr., 138 S. Virginia Ave., Falls Church, VA 22046.

LIFESTYLE

SINGLE LIVING proves that being single doesn't mean being along. Solid consumer information for singles on Traveling Alone; Supermarket Survival; Condominiums: Buy or Rent? Loneliness; Group Living; and that's just the beginning.
Weekly 600 word column written by pro with top credits. Samples: Lee Michael Katz, 1523 N. Fairfax Dr., Arlington, VA 22209. (703) 522-0788.

MEDICAL

MAN AND MEDICINE
Medical column now twice weekly. 1 question and answer, 1 essay. Dr. Irwin J. Polk, 300 Half Mile Rd., Red Bank, N.J. 07701.

MONEY

"MORE FOR YOUR MONEY"—Weekly column of money-saving news guaranteed to please readers. Proven results. Camera-ready. Free samples. Mike LeFan, 1802 S. 13, Temple, TX 76501.

CONSUMER AIDS—weekly guide to sources and services. Fits any page. Camera-ready, Samples: News Research Service, Box 16147, San Diego, CA 92116.

MOVIE REVIEWS

MOVIES 78
A new syndicated column of film reviews. Bi-weekly mailing of individual reviews including stills of every major release. Rates available on request. For FREE SAMPLES and further information contact: Eleanor Goldstein, SIRS, P.O. Box 2507, Boca Raton, FL 33432.

FILMVIEW. Complete film column—long, short reviews; capsules; commentary; stills. Tailored to your magazine or newspaper's format. Expertly written by industry's leading professional critic. Rates, samples: TVR, Box 11574, Philadelphia, PA 19116.

MINI REVIEWS (Cartoon illustrated)—Popular, eye-catching, capsule reviews of all major movies. Great for weekend section or entertainment pages. Issued weekly. Camera ready. Our fourth year. Appears in newspapers US and world wide. Free samples, rates. Cineman Syndicate, 7 Charles Court, Middletown, NY 10940.

OUTDOORS

OUTDOOR information is getting more attention in newspapers these days. And it will continue to grow in importance. The WILDERNESS WISDOM column will help you grow with it. It invites reader participation. Stimulates thought. If the outdoors has a place in your paper, we'd like to send you our brochure. Mallard East, P.O. Box 237, Pittsville, MD 21850.

PHOTOGRAPHY

TEACH YOURSELF PHOTOGRAPHY—Weekly column for anyone with a camera. Ideal as an ad linage builder and for readers interest. Write: Richard & Associates Co., 18900 Fowles Road, Cleveland, OH 44130.

PUZZLES

PUZZLE prices slashed 30% for popular Bonus-Words and Wiggly-Words, tested reader-pleasers. Info 50¢. Dickson, 17700 Western 69e, Gardena, CA 90248.

SPORTS

NEW COLUMN—I give small, medium papers national sports coverage in Midwest. Inexpensive. Great connections. Clips: All My Sports, 1322 Hill, Ann Arbor, MI 48104.

"COURT JESTERS"—You don't have to be a tennis nut to enjoy this cartoon. Gag panel by America's top tennis gagscartoonist. Brighten up your sports pages or wherever. Free samples. E. Diamond, 821 Central Ave., Plainfield, N.J. 07060.

A PRO-FOOTBALL FAN'S pre-game report and predictions. Cleat combines fact, common sense and humor for each weekly report during season. Also, a weekly PRO-TOP-10. Write: Cleat Marks c/o Linger, 526 Grant, Fredrick, MD 21701.

STAMPS

STAMP SCENE—Award-winning column with exclusive news, features. Samples, rates: News World Syndicate, 401 Fifth Ave., NY 10016.

THE FUTURE

FUTURETHINK. Clear, clean, imaginative 750 word weekly column on the future—What will the world be like: inventions, medicine, daily living, cities? Interviews with future thinkers, reports and essays. Peter Menkin, Feature Associates, 1563, Lincoln Ave., San Rafael, CA 94901.

TRAVEL

INCREASE TRAVEL LINAGE! World-wide travel column now in its 5th year. Weekly, $1.25. Write for free samples. #1 Easy St., Aptos, CA 95003.

TRAVEL
Complete travel package, with art. In 20th year. Serving 200 weeklies, shoppers. 3 month free trial exchange for subscription to your paper. Send to World News Features, Box 418, Wilmette, IL 60091.

FEATURES AVAILABLE

TRAVEL

TRAVEL CASE. Solid travel column of interesting, unique and humorous anecdotes, news of new fares, excursions and plans, information on trips, tips, recommended tours—as items, reports, essays, interviews, and reviews. Lively. Weekly. Peter Menkin, 1563 Lincoln Ave., San Rafael, CA 94901.

UNEXPLAINED PHENOMENA

"CAN YOU EXPLAIN IT?"—Weekly encounters with strange phenomena by acknowledged expert. Low rates. Free samples. Adeptus, Inc., 41 Joralemon St., Brooklyn Heights, NY 11201.

WEEKLY

EDITORIAL CARTOONS and comment, church directory illustrations, horoscope, movie reviews, crossword puzzle, humorous cartoons, other quality features for the weekly editor (offset only). Prices for all (11) features start at $10.75, based upon circulation.
MARK-MORGAN SYNDICATED FEATURES
P.O. Box 995, Newman, Ga. 30263
Ph.: (404) 253-5355

WEEKLY

SOUTHERN EDITORS—FACING SOUTH is an illustrated human interest column, written by a different professional Southern writer each week. Appears in over 100 Southern Newspapers. Free samples and rates. Box 230, Chapel Hill, NC 27514.

MINORITY AFFAIRS
Changing America, The Impossible Dream—a new series of 6-13 weekly 500-750 word articles on changes in living conditions for Blacks and other minorities throughout the South, West, etc., plus, The Urban Report, a special series of weekly columns about problems and achievements of inner-city residents—more special topics available by top, professional, minority journalists. Send for rates and samples: Capital Reporters Syndicate, 798-A National Press Building, Washington, DC 20045.

YOUTH

TEENS. Established publication offers variety of columns, features, fillers for 12-18-year-old reader. Weekly. PURPLE COW, 110 E. Andrews Dr. NW, Atlanta, GA 30305.

ANNOUNCEMENTS

BUSINESS OPPORTUNITIES

"How to Start Your Own Community Newspaper," an oversized 136-page working manual by award-winning publisher John McKinney shows how to succeed on your own. New York Times says: "Covers every conceivable facet of weekly newspaper publishing." 15-day guarantee. $9.95 from Meadow Press, Box 35-E, Port Jefferson, NY 11777.

INCREASE CLASSIFIED AD revenue. 6 times per week want ad campaign. Copy aimed at homeowners and retailers. Send for prices and samples. NBA Advertising, 4409 Charles Street, Rockford IL 61108.

ENTERTAINER™
A Music, Entertainment and Leisure oriented publication is now available to distributors east of the Mississippi. You can now own your own Entertainment Newspaper without all the production hassles. WE MAKE IT EASY! The Entertainer is proven—not new. Four figure investment required. No Writing, Printing, or Art Experience Necessary. Write The Entertainer, 1347 So. 3rd St., Louisville, KY 40208; or call (502) 636-2541. Perfect one or two person operation.

REGIONAL MAGAZINE (1 year old) in Idaho's high country seeks partner. Investment $5000 minimum. Advertising or editorial experience a must. Prefer married couple. Write: HIGH COUNTRY, Box 494, Council, ID 83612 or call (208) 253-4551.

HAVE A DELIVERY PROBLEM?
Midwest Circulation Systems can solve any distribution problems fast! We handle all phases of circulation—little merchant optional pay, mail conversion, free distribution, promotions, personnel trucking consultation, analysis, etc. Midwest Circulation Systems, 15711 S. Madison Ave., Dolton, IL 60419 (312) 995-1385.

NEWSPAPER APPRAISERS

APPRAISALS FOR ESTATE TAX partnership, loan depreciation and insurance purposes. Sensible fees. Brochure. Marion R. Krehbiel, Box 88, Norton, Kans. 67654, or Robert N. Bolitho, Box 7133, Shawnee Mission, Kans. 66207.

NEWSPAPER BROKERS

LET US HELP YOU get top price for your newspaper. Newspaper Service Co., P. O. Dr. 12428, Panama City, Fla.

ANNOUNCEMENTS

NEWSPAPERS FOR SALE

BILL MATTHEWS COMPANY conducts professional, confidential negotiations for sale and purchase of highest quality daily and weekly newspapers in the country. Before you consider sale or purchase of a property, you should call (813) 446-0871 daytime; (813) 733-8053 nights; or write Box 3364, Clearwater Beach, Fla. 33515. No obligations, of course.

WE HAVE QUALIFIED BUYERS for dailies and large weeklies. Information strictly confidential.
DIXIE NEWSPAPERS, INC.
P. O. Box 400, Gadsden, Ala. 35902
Ph. (205) 546-3356

CONFIDENTIAL NEGOTIATIONS
Daily NEWSPAPERS Weekly
W. B. GRIMES & CO.
National Press Building
Washington, D.C. 20045
(202) NAtional 8-1133

SYD GOULD ASSOCIATES
"the broker with instant buyers"
SALES, SERVICE, MANAGEMENT
5464 Government Blvd.
Mobile, Ala. (205) 666-0893

KREHBIEL-BOLITHO
Newspaper Service, Inc.
Newspaper Sales, Appraisals, Consultations
(We handle different properties, all types, from our two offices.)
MARION R. KREHBIEL, "Norton Office," P.O. Box 88, Norton, Kans. 67654. Office phone (913) 877-3407.
ROBERT N. BOLITHO, "Kansas City Office," P.O. Box 7133, Shawnee Mission, Kans. 66207. Office (913) 381-8280.

SNYDER NEWSPAPER BROKERS
Joseph A. Snyder, Broker
136 E. Honolulu
Lindsay, Cal. 93247 (209) 562-2587

JIMMY CROWE
Ownership Changes
Proven Management Systems
23 years experience in every phase of the newspaper industry. 12 Cutler Dr., Savannah, GA 31405 (912) 925-8666 or 925-8662.

MEL HODELL, Newspaper Broker,
P.O. Box 2277, Montclair, Calif. 91763.
(714) 626-6440.

WHITE NEWSPAPER SERVICE
Appraisals, mergers, sales. We have buyers ready to pay top prices for sound, established properties. No charge for consultation. 620 W. Main St., McMinnville, TN 37110. (615) 473-2104 or 473-3715.

ANNOUNCEMENTS

NEWSPAPER BROKERS

W. SID SMITH, Media Broker
Box 189, Mount Pleasant, MI 48858
(517) 772-3261

NOBODY WILL WORK HARDER TO SELL YOUR NEWSPAPER . . .
at fair market value, in confidence, without disrupting your business.
ROY HOLDING & ASSOCIATES
Box 212—Galva, IL 61434
(309) 932-2270 days—932-2642 evenings
Appraisals—Consultation

NEWSPAPERS FOR SALE

DAILY NEWSPAPER Eastern Zone 7. Gross $150,000 this year. 28,000 circulation, town growing. Sale due to health. $200,000 includes excellent building. $58,000 down payment, 15 years—8%.

COUNTY SEAT weekly Eastern Zone 5. Over 5,000 paid circulation. Gross $120,000. Priced $150,000. Terms.

NEBRASKA COUNTY SEAT exclusive weekly. Gross $121,000 includes $20,000 building. $35,000 down payment, 10 years, 8% interest.
Robert N. Bolitho
Box 7133
Shawnee Mission, KS 66207

NORTHERN CALIFORNIA SHOPPERS, 1977 GROSS—$8000 + (underdeveloped) BOX 5254, EDITOR & PUBLISHER.

FOR SALE: Unique monthly news/entertainment publication serving Northern Idaho, Western Montana and Eastern Washington. 25,000 circulation and growing. Excellent opportunity. Box 1545, Sandpoint, ID 83864.

MOUNTAIN STATE exclusive county seat weekly, $15,000 down, 8-page rotary offset press and building included. Snyder Newspaper Brokers, P.O. Box 308, Lindsay, CA 93247.

The "NOTHING HAPPENED TODAY" newspaper, The Flagstaff News is for sale. Originally asking $120,000. Due to illness asking $70,000. Send your replies to P.O. Box 1296, Flagstaff, AZ 86001 or call (602) 774-6868 or 774-1259.

TWO NORTH TEXAS Weeklies in nearby towns, $130,000 and $20,000 gross class. New equipment. Sale includes interest in central plant. Will sell as package only; with 29% down. Box 5140, Editor & Publisher.

NORTHWEST OHIO Classified Shopper easily grossed $45,000 last year, 15,000 circulation, excellent future, asking $39,000, 29% down. (419) 352-3538.

FLORIDA GOLD COAST. Established, unique, controlled circulation weekly in one of the nation's fastest growing areas. Grossing $4,500 weekly. Price of $86,000 includes composition shop. With your inquiry include details to help us qualify your interest. Will respond promptly by telephone. Box 5150, Editor & Publisher.

$100,000 DOWN
$400,000 gross, California suburban weekly. Snyder Newspaper Brokers, P.O. Box 308, Lindsay, CA 93247, Joseph A. Snyder, Broker, Kenneth A. Snyder, Salesman.

ILLINOIS, near Chicago market, 11,000 weekly in growing area. Box 5181, Editor & Publisher.

WEEKLIES OFFERED

Chicago suburban	$225,000
Midwest suburbans	325,000
Montana	115,000
Colorado	60,000
Kansas	63,700
Nebraska	160,000
Nebraska	67,000

(Mostly 29% cash down—state your cash/qualifications first letter.)
Marion R. Krehbiel, Box 88, Norton, KS 67654. (No phones first contact.)

FOR SALE: 6,000 circulation tabloid newspaper with rural life theme. Good rapport with advertisers, readers. Great potential. Write P.O. Box 1117, Bonners Ferry, ID 83805 or phone (208) 267-2712.

ANNOUNCEMENTS

NEWSPAPER BROKERS

MAINE WEEKLY and commercial printing plant. Currently grossing $185,000, with solid growth potential. Asking $195,000 with 29% down. Owner will finance balance for experienced and responsible parties. Write Box 5198, Editor & Publisher.

RACQUET SPORTS Newspaper, New Jersey—10 Issues a Year, Established 1976—Excellent Potential. N.J. Tennis, Box 134, West End, NJ 07740 (201) 870-1300.

NEWSPAPERS WANTED

WEEKLY in southern New England. Must be profitable. Send complete financial details and samples issues to Box 5261, Editor & Publisher.

UP TO $10,000,000 for the right daily newspaper chain in Zone 9. Will also consider purchase of independent dailies or weeklies which have high expansion possibilities. We have excellent journalistic credentials. Cash or terms. Write Box 5144, Editor & Publisher.

WE ARE seeking to purchase a non-daily newspaper with a long-term record of profitability. Preferably with more than 5,000 paid circulation. We have excellent financial and journalistic credentials. Please send details, copies of your publication to Box 3748, Editor & Publisher.

PUBLICATIONS FOR SALE

ESTABLISHED Entertainment and Television weekly publication in Colorado area with 23,000 county-wide distribution in high trafficked points throughout 4 communities. Profitable expansion available to outside adjoining areas. Tremendous opportunity, $25,000 cash. Box 5155, Editor & Publisher.

EQUIPMENT & SUPPLIES

CAMERA & DARKROOM

DISTORTA LENSES squeeze your pages at highest percentage and best quality.
KAMERAK (213) 437-2779
Box 2798 Long Beach, Calif. 90801.

KENRO 24" vertical camera. Extra frame, trays, supplies, etc. Best offer. (609) 234-4719.

COMPOSING ROOM

FOR SALE
POS-1 visual graphics process camera/RC processor and PHOTOTYPOSITOR. Perfect team for your small or medium weekly to do half tones, graphics, ad layout and job work. Can take over lease/purchase payments of $198 per month or purchase outright. Call (301) 775-7584.

MAILROOM

USED MULLER INSERTER with 6 stations. Reconditioned. Excellent condition. Graphic Management Associates, Circulation & Mailroom Systems Div., 11 Main St., Southboro, MA 01772 (617) 481-8562.

TWENTY-EIGHT "NewsBox 35" Boxes and "Bubble" Boxes with covers. Five damaged, some in original cartons. Used 1½ years. 4,000 clear plastic bags. Original cost—$2,400, as is for $1,600. Call (215) 867-3737.

K-W #886P wire tying machine, good running condition, C-H feeder system, make offer, phone Mel Shook, Chronicle-Telegram, Elyria, OH (216) 323-3321.

STA-HI 251 COUNTER STACKER
Available immediately—very good condition. Box 3943, Editor & Publisher.

CUTLER HAMMER MARK IV COUNTER STACKER. Excellent condition. Box 4536, Editor & Publisher.

MULLER MARTIN I MODEL 227 inserting machine with two stations.
Call Ken (219) 288-1411.

EQUIPMENT & SUPPLIES

MAILROOM

CHESHIRE LABELING machines with quarter folders, multiwide label heads, single-wide label heads and conveyors. All equipment guaranteed. Call collect or write, Edwin Helsley, P.O. Box 22083, Dallas, TX 75222. (214) 357-0196.

NEWSPAPER BAGS

SAVE $$$$/BUY HI-DENSITY POLY BAGS—All sizes bags and bundle wraps. Send specs for quote to PCE, 20 N. Howard, Aberdeen, MD 21001. Call (301) 575-6500.

NEWSPRINT

NEWSPRINT—ROLLS all sizes. BEHRENS Pulp & Paper Co., 3305 W. Warner, Santa Ana, CA 92704, (714) 556-7130.

PHOTOTYPESETTING

COMPUGRAPHICS
7200—$2800. Compuwriters—$4000. 2961—$2300. Keyboards—$1200. Justowriters. FHN Business Products, Church Rd., Mt. Laurel, N.J. (609) 235-7614.

COMPLETE HENDRIX OCR front end system. Includes 1 OCR, 5700 controller, 2 5700 terminals, Decitek tape reader, 2 Royal typewriters. Make offer to Dave Hardy or George Uhland, (303) 275-2323. Daily Record, Box 111, Canon City, CO 81212.

MERGENTHALER 11 grid 303TC, #220, monitor scope, excellent, 7 months on line small daily. Photon Pacesetter Model 89, #109 with Continental Keyboard. Mr. Kunow, (213) 698-2571.

FOR SALE—2 VIP's 7245-3A, HS, 16K, 40 months old, with spare parts, 1 MVP, Dual readers, 2 years old, 1 Comp Star 190, 2 lens and type strips. Equipment produces 30+ pages per day. Take all as is where is $45,000. Replacing with faster equipment. Call Bill Gardner (803) 669-1771 or write Florence Morning News, P.O. Box 911, Florence, SC 29503.

FOR SALE: One set of Justowriters, 10 pt. Best offer over $400. Call (419) 927-4462, Sycamore, OH 44882.

COMPUGRAPHIC 4961 with twin lens. Phone Phil Schoenwether, South Haven Daily Tribune (616) 637-1104.

PHOTON 713-10 — Three machines plus extensive parts—replaced by Unisetter—$1500 for entire package. SPC (800) 631-5803, toll free.

COMPUGRAPHIC unified composer with additional scrolling, Uni Setter with fonts (5) spare parts kits, interface, floppy disc reader, unitape keyboard. Buy entire system or separate. Call Jose or Diane (212) 752-4530.

PRESSES

FAIRCHILD News King 4 units, web offset newspaper with Color King ½" and ¼" folder. Available immediately. Call Mr. Koravos (617) 475-3210.

GOSS COMMUNITY, 4-unit grease lubricated side lay on unit.
CONTINENTAL PRINTING MACHINERY
K. W. LANGLEY
7432 Hadley
Overland Park, KS. 66204
913-432-8276

GREGG IMPRINTER 22¾ inch for urbanite or Cottrell 845. No reasonable offer refused. Contact IPEC Inc., 401 North Leavitt, Chicago, IL 60612. (312) 738-1200. Telex 25-4388.

GOSS URBANITE available. 4 to 8 units with multiple folders, drives and color. Contact: IPEC, Inc., 401 N. Leavitt, Chicago, IL 60612. (312) 738-1200. Telex 25-4388.

FOR SALE BY OWNER. Suburban Folder and a Cole Double Parallel Folder. Call Ken: (219) 288-1411.

EQUIPMENT & SUPPLIES

PRESSES

URBANITE FOLDER WITH ¼ AND ½ 1970. CONTACT BOX 4272, EDITOR & PUBLISHER.

S/C COMBINATION folder with double parallel, cross perforating ¼ and ½, an upper balloon former. Contact:

IPEC INC.
401 N. Leavitt St.
Chicago, IL 60612
PH: (312) 738-1200 Telex 25-4388

GOSS COMMUNITY units for add-on, 1972
Goss Community folders
Goss Suburban, 2 units
Goss Suburban, 6 units, 1966
Goss SU folder
Goss Suburban folder
Goss Suburban presses and units
Goss Suburban S/C combo folder
Color King 2:1 folder, Model 790
Gregg flying imprinter 22¾ "
Urbanite ¼ folder
Color King, 2 units folder 1965
Fincor motor and control 40-60-75-100HP
Baldwin countoveyors model 108
2 Unit V-15 Cottrell with Gear Drive
Goss Urbanite units, 1970
Goss Urbanite 3/c unit
Goss Signature 23 9/16 " x 38 ", 5 unit, 1971

Wanted: Newspaper equipment and complete plants.

IPEC INC.
401 N. Leavitt Street
Chicago, Illinois 60612
Ph: (312) 738-1200 Telex 25-4388

8 UNIT Folders Goss Universal presently twined 3 and 5
12 WOOD Auto Pasters
10 GOSS Auto Pasters
4 UNIT Hoe Colormatic 21½ cutoff
4 UNIT 1,000 series suburban
6 UNIT Goss Mark 1 22¾ " cutoff
5 UNIT Goss Community with SC folder
Bramble Professional Press, Inc.
Rt. 2, Box 2285, McAllen, TX 78501
(512) 682-7011

FOR SALE OR LEASE
1975 KING PRESS. 5 UNIT DAILY KING. 7 years left on 10 year lease. Write for further information to: Press, P.O. Box 15093, Los Angeles, CA 90015.

3 UNIT COLOR KING available immediately. 60 day warranty parts and workmanship.
CONTINENTAL PRINTING MACHINERY
MAIN OFFICE
K. W. LANGLEY
7432 Hadley
Overland Park, KS 66204
913-432-8276

GOSS UNIVERSAL PRESS
8-UNIT—4 COLOR HUMPS
AVAILABLE NOW
Steel Saddles, 2-Dyna slex processors, punch and bender, 40 foot Cutler Hammer Conveyor.
CONTACT
DON BENTLEY
(405) 353-0620
LAWTON PUBLISHING CO.

WANTED TO BUY

PACE SETTER, Harris TxT, GSI-Singer, Compugraphic Text for backup. Computype equipment. (914) 266-4711.

CHESHIRE and Phillipsburg any condition. Call collect Herb (201) 289-7900 A.M.S., 1290 Central Ave., Hillside, NJ 07205.

GOSS COMMUNITY OIL BATH with SC folder unit separate. Box 1983, Editor & Publisher.

DIDDE-GLASER INSERTER
Minimum 3 stations
Box 5163, Editor & Publisher

4 UNIT Web Leader or Similar with Folder. Will consider long term lease of your printing facilities in Zone 5 or 7. Box 5125, Editor & Publisher.

COUNT-O-VEYOR STACKER
IN GOOD CONDITION
Box 5164, Editor & Publisher.

NEED 1500 SERIES GOSS SUBURBAN
4 to 6 UNITS.
BOX 200, EDITOR & PUBLISHER.

EQUIPMENT & SUPPLIES

WANTED TO BUY

SELL YOUR OLD SEPARATIONS
Publisher needs 120 line sports color encyclopedia. Buys book rights only. Reply to Box 5286, Editor and Publisher.

SHERIDAN 24P INSERTER
Must see in operation.
Box 4050, Editor & Publisher.

MUELLER 227 INSERTER
in very good condition.
Box 4538, Editor & Publisher

SHERIDAN 72P INSERTER
Advise price and availability.
Box 4499, Editor & Publisher.

GOSS Community. 3 to 5 units. Oil bath. Would consider other good, small press. Bill Hartman, Hartman Newspapers, Inc., P.O. Box 1390, Rosenberg, TX 77471. (713) 342-8691.

LATE STYLE
COTTRELL V 22/25 AND 845
BOX 273, EDITOR & PUBLISHER

SHERIDAN 48P INSERTER
Must see in operation
Box 4537, Editor & Publisher

STA-HI 251 OR 257
COUNTER STACKER.
BOX 1789, EDITOR & PUBLISHER.

WANTED TO BUY:
URBANITE 3-color unit modified for double transfer. Unit no older than 9 years. Advise price, availability, when can inspect. Enclose sample of work current. Contact Sam McMichael, Des Plaines Publishing Company, (312) 824-1111.

INDUSTRY SERVICES

CIRCULATION CONSULTANTS

NEW!
WEEKLIES'
IDEA SERVICE
. . . especially designed for community, suburban and weekly newspapers!

Every two months you will receive dozens of ideas that you can put to use right at your newspaper . . . ways to increase revenue, boost circulation, promote ad space, solve distribution problems, operate more efficiently . . . plus a special section of original ready-to-use art for your ads and promotions.

There is nothing like it! Call or write for details including our Double Guarantee of satisfaction. WEEKLIES' IDEA SERVICE, P.O. BOX 6526, Mobile, Alabama 36606, Phone (205) 476-6600.

E&P Classifieds
Programmed for Selling

INDUSTRY SERVICES

CIRCULATION CONSULTANTS

HAVE A DELIVERY PROBLEM?
Midwest Circulation Systems can solve any distribution problems fast! We handle all phases of circulation—little merchant, optional pay, mail conversion, free distribution, promotions, personnel, trucking, consultation, analysis, etc. Midwest Circulation Systems, 15711 S. Madison Ave., Dolton, IL 60419, (312) 995-1385.

ENGINEERING & INSTALLATIONS

PRESS INSTALLATIONS, rigging, engineering modifications, rebuilding and removal. Single width to 4 plate wide. Bramble Professional Press Engineering, Rt. 2, Box 2285, McAllen, Texas 78501. (512) 682-7011.

JOB LEADS

RADIO-TV Jobs—Stations hiring nationwide! Free sample: "Job Leads Newsletter," 1680-HL Vine, Hollywood, CA 90028.

NEWSPAPER CONSULTANTS

WHEELER ASSOCIATES, INC.
Management Consultants
Productivity Improvements
Cost Analysis and Control
Manpower Utilization Studies
Labor Negotiation Assistance
Preventive Maintenance Programs
System Design and Sophistication
Four-Day Workweek Studies and Schedules
Special Programs for Smaller Newspapers
Nine Central Street–Lowell, Mass. 01852
(617) 457-7549

CLASSIFIED

ADVERTISING RATES
POSITIONS WANTED
(Payable with order)

4-weeks—$1.40 per line, per issue
3-weeks—$1.55 per line, per issue
2-weeks—$1.75 per line, per issue
1-week —$1.90 per line

Add $1.50 for box service and count as an additional line in your copy.

ALL OTHER CLASSIFICATIONS
(Remittance with copy unless credit established.)

4-weeks—$2.10 per line, per issue
3-weeks—$2.30 per line, per issue
2-weeks—$2.50 per line, per issue
1-week —$2.60 per line

Add $1.50 per insertion for box service and count as additional line in copy.

DISPLAY CLASSIFIED
The use of borders, boldface type, cuts or other decorations, changes your classified ad to display. The rate for display-classified is $4.75 per agate line—$66.00 per column inch minimum space.

Editor & Publisher
850 Third Ave., N.Y., N.Y. 10022
(212) 752-7053

Order Blank

Name _____
Address _____
City _____ State _____ Zip _____
Phone _____
Authorized by _____
☐ Assign a box number and mail my replies daily
To Run: _____ Weeks _____ Till Forbidden
Classification _____
(Please indicate exact classification in which ad is to appear)

Copy: Print or type copy on separate sheet of paper and attach to this order blank.

Mail to: EDITOR & PUBLISHER • 575 Lexington Ave. • New York, N.Y. 10022
(212) 752-7050 ext. 307

Help Wanted...

ACADEMIC

SPORTS INFORMATION director for 10-sports women's athletic program at Indiana University. Previous sports information or sports page experience essential. Responsible for promotion and publicity of the women's athletic program. Contact: Leanne Grotke, Associate Director of Athletics, Assembly Hall, Indiana University, Bloomington, IN 47401 for position announcement and application procedures.

THE HENRY W. GRADY School of Journalism and Mass Communication, University of Georgia, is seeking a person at the assistant or associate professor level who can teach courses in mass communication theory and methodology as well as basic courses in writing and editing for newspapers and magazines. He/she would be expected to qualify for the school's liberal program of released time for research. The person would be employed on an academic-year basis beginning January 1, 1979, if possible, or September 1, 1979. Salary would be commensurate with education and professional experience. Deadline for applications is August 25, 1978. The Grady School has modern labs for all areas of teaching and its own computer terminals for research projects. The University of Georgia is an Equal Opportunity Employer and invites applications from minority and women candidates. Write: Dr. Ernest C. Hynds, chairman, search committee, Henry W. Grady School of Journalism and Mass Communication, University of Georgia, Athens, Georgia 30602.

ADMINISTRATIVE

CONTROLLER for expanding weekly newspaper publishing and printing firm in Southern California. Must be energetic shirt-sleeve person with strong accounting systems and contemporary EDP background. Resume with salary history to Box 5134, Editor & Publisher.

BUSINESS MANAGER for small Zone 1 daily. Must be experienced in payroll, payables, receivables, purchasing. Budget administration helpful. Send full resume and salary requirements to: Box 5132, Editor & Publisher.

DIRECTOR OF COMMUNICATIONS

Newspaper/News Agency group with worldwide affiliations is seeking an international press telecommunications expert to assume responsibility for development and implementation of computerized traffic production and distribution systems. Excellent working conditions; $40,000 per year.

Applicants must have at least 10 years experience in a senior managerial capacity within the newspaper industry, must have a proven track record in the design and implementation of editing, message switching systems and must be familiar with all aspects of newspaper production, in addition to thorough knowledge of telegraphy, data transmission, phototelegraphy and facsimile by line, short wave radio or satellite.

Thorough knowledge of foreign telecommunications regulations and practices is required along with fluency in at least one major European language. Preference will be given to applicants who have traveled extensively, can show evidence of successful direct negotiations with foreign PTT administration and who have well established worldwide contacts in the press and telecommunications industries.

Experience in the sale of news and newspicture services to foreign newspaper subscribers desired.

Box 5210, Editor & Publisher

E&P Classifieds—
As effective in
the newspaper community
as your newspaper's classifieds
are in your community!

ADMINISTRATIVE

Creative Director

National organization, located in downtown Chicago, seeks a Creative Director with proven experience in directing a variety of communication projects. Excellent opportunity for a "No. 2" person to assume full responsibility in a challenging creative field. Candidates must have excellent language skills and versatility of style plus an innovative approach to copy and art themes. Duties include a wide range of print and audio visuals. Knowledge of graphic arts highly desirable.

Salary to $30,000, depending upon experience. Excellent benefit package including cost of living allowance. Write in confidence, including salary history, to:

Box 5294, Editor & Publisher

Equal Opportunity Employer M/F

ASSISTANT PUBLISHER-EDITOR

Growing newspaper group seeks executive with strong news background to revitalize news operation, supervise day-to-day operation of all other departments of 13,000 daily in Zone 5 as assistant publisher. Position can lead to publisher or other top group management position. All replies kept confidential. Box 5200, Editor & Publisher.

ASSISTANT DIRECTOR of publishing to assume immediate responsibility for 3 annual directory publications and to supervise reader and advertiser marketing studies. Good background in statistical field and writing is a must for position with competitive salary. Excellent benefits. Write Box 5274, Editor & Publisher. An Equal Opportunity Employer.

GENERAL MANAGER for 5 day daily and Sunday newspaper in south's best growing market. Must know financial advertising and production side; be able to relate to community. This is a great opportunity. Send complete resume to: R. J. Rossi, Park Newspapers Inc., Box 550, Ithaca, NY 14850.

ADVERTISING

ADVERTISING MANAGER for new weekly newspaper in small southern city with famous university. Experienced in selling for media. Organize and operate plan for classified and display ads OBSERVER, P.O. Box 3917, Charlottesville, VA 22903.

ADVERTISING DIRECTOR: aggressive mid-Michigan weekly group based in university town seeks professional with sales experience and ability to organize, lead staff. Good salary, attractive incentive plan, benefits. Send letter, complete resume to: Vivian Fiscus, Publisher, Towne Courier, Inc., P.O. Box 1510, East Lansing, MI 48823.

HELP WANTED

ADVERTISING

ENERGETIC, experienced salesperson sought for weekly paid community newspaper in beautiful year round tourist area in Zone 5. Shoppers, radio stations make for competitive market. Person selected must be able to plan and implement promotions, design outstanding ads, sell clients on value of consistent advertising, and work well with production and news personnel. Earnings will be based on commission, expenses and profit sharing, salary guaranteed. Write Box 4935, Editor & Publisher.

ADVERTISING
OR
MARKETING
DIRECTOR

We need a person who (1) can analyze a competitive Midwest market and develop effective sales strategies; (2) reach goals mutually determined with publisher; (3) motivate an experienced staff. $25,000 base salary with bonus opportunity to $10,000 if ambitious goals are met. Top performer has opportunity for advancement in successful newspaper group. Reply in confidence to Box 5204, Editor & Publisher.

ADVERTISING SALES

Small daily looking for a person with desire to succeed. Salary, monthly bonus, great fringe benefits, advancement opportunities. Write or call Steve Weinshenker, Hendersonville Times-News, P.O. Box 490, Hendersonville, NC 28739 (704) 692-0505. A New York Times Company, An Equal Opportunity Employer.

RETAIL ADVERTISING MANAGER
Zone #6

NEEDED: One aggressive, highly motivated and experienced retail advertising manager for 20,000 circulation daily. We are located in a rapidly growing, highly competitive market. Minimum two years experience in retail advertising (and minimum one year in line sales management) a must. Please send resume and salary requirements to Box 5280, Editor & Publisher.

ADVANCEMENT POSITION for aggressive salesperson with a proven track record of 5 years or more in outside display sales. 6 day a week paper over 17,500 circulation in Thousand Oaks, California. Contact: Advertising Director
1 (805) 495-7401
P.O. Box 3129
Thousand Oaks, CA 91359.

IF YOU'RE aggressive and want a chance to run your own show, we need an advertising manager to take charge and build sales in our growing Ohio weekly. We have good salary and bonuses. Send resume and salary requirements to Box 5287, Editor & Publisher.

ADVERTISING MANAGER

For aggressive small daily and group of weeklies in Area 5. Should be aggressive salesman with good track record and should have ability to sell, conceive and implement sales programs and manage department. Good benefits. Send resume, references and salary requirements to: Box 5264, Editor & Publisher.

ADVERTISING MANAGER/DIRECTOR

We are looking for: A strong people manager with excellent sales management skills. This person will answer directly to the president/publisher and will have total responsibility for our advertising department: Retail/classified/dispatch/art and national.

Experience in advertising management is a must as well as some basic marketing knowhow. Our market is growing fast and we want aggressive, imaginative person to ensure we grow at the same rate.

We offer: An excellent opportunity to grow with a group of weekly publications in Southern California. A marketing challenge in a fast growing, competitive environment. A good salary and great opportunity to be a member of a newspaper group that is going places. Write me and tell me about yourself and include a resume.

Carlton Smith, publisher
23811 Via Fabricante
Mission Viejo, CA 92691

HELP WANTED

ADVERTISING

COME TO FLORIDA

We are seeking an aggressive and energetic individual to join our professional retail advertising staff. Prior newspaper advertising sales and layout experience a must—generous compensation program, car allowance and excellent fringe benefits. Send complete resume to P. J. Sullivan, Daily News-Chief, P.O. Box 1440, Winter Haven, FL 33880.

WORKING ADVERTISING MANAGER

Must be salesman first with ability to organize and be self-motivated. You will be working with a publisher who came up the editorial route and by necessity went into advertising sales to build an outstanding sales record.

To give you an idea of location and background, see our ad in this issue under editorial entitled "Open A Door To Opportunity."

We publish two leading business publications (4 color format) and are leaders in our fields.

Yes, we are expanding and looking for additions to our dedicated staff.

Send complete resume, experience, and salary history to Box 5292, Editor & Publisher.

CENTRAL TEXAS Afternoon Daily Newspaper offers an opportunity for an aggressive Ad Director. We are the strong, solid established paper in our area, with a good ad staff. Write: Ray Townsend, Publisher, Killeen Daily Herald, P.O. Box 1300, Killeen, Texas 76541.

ADVERTISING SALES DIRECTOR
Central California

THE FRESNO BEE (122M AM/143M Sunday) has an immediate career opportunity for an experienced, aggressive Advertising Director. We're looking for a marketing-oriented professional with competitive experience . . . a person who knows on-the-street techniques of retail, classified and general advertising sales management. Must have proven administrative ability and talent for staff motivation.

Attractive fringe package—salary open for discussion. Send complete resume, including wage requirements and career goals, to Personnel Manager, The Fresno Bee, 1626 E Street, Fresno, CA 93786. All replies held in confidence. An Affirmative Action/Equal Opportunity Employer.

ADVERTISING SALES MANAGER for weekly publication in explosive growth area. High compensation. Idylic semi-rural setting. Zone 2. Box 5269, Editor & Publisher.

ARTIST

ARTIST/DESIGNER

Newspaper artist with enthusiasm and imagination for expanding news and features operation. Experienced in layout and paste-up with flair for graphic design, as well as all phases of commercial art. Superior salary and employee benefits. Send resume and samples to: Personnel Director, St. Louis Globe-Democrat, 12 Blvd. at Convention Plaza, St. Louis, MO 63101.

CIRCULATION

CIRCULATION MANAGER

For weekly chain of 13 consumer shoppers in San Francisco Bay Area, total audited controlled circulation, 182,570 households. Must be familiar with controlled distribution, doorknob delivery, carrier and truck crew systems. Routing and mapping essential. must be strong in supervision and work well with people. Good starting salary and fringe benefits, including profit sharing. Send resume with salary history to: Attn: R. M. Black, Publisher, Dollar Saver, P.O. Box 356, Fremont, CA 94537.

NATIONAL Consumer Magazine seeking circulation director. Excellent opportunity for hard-working, responsible person concerned with detail. Subscription promotion and fulfillment experience required. Please send resume, including salary requirements to Box 5195, Editor & Publisher.

HELP WANTED

CIRCULATION

CIRCULATION MANAGER, Southwest Pennsylvania daily. Excellent chance to use all phases of circulation: promotion, sales, motor route development, mail use, service and organization. Send complete resume to Box 5148, Editor & Publisher or call (412) 567-5656.

CIRCULATION MANAGER—Excellent opportunity for a district manager on a larger newspaper. Management ability to handle carrier force and motor route system for a 12,000+ 6-day daily. No Sunday. Newspaper plans to go ABC in near future. Base salary negotiable with bonus arrangement. Send resume to: T. G. Washington, The Messenger, 221 S. Main, Madisonville, KY 42431.

CIRCULATION DIRECTOR

For 60,000 six-day morning and Sunday. Must be able to organize department, develop motor routes, direct sales and motivate carriers and dealers. We want to increase both our daily and Sunday circulation. Should have been to API and be an active member of State or National circulation associations. This is an excellent opportunity with good salary and fringe benefits for the proper leader. Send resume telling of background and education to: Carl M. Gillespie, Vice President, Tribune-Democrat, Johnstown, PA 15901.

CIRCULATION MANAGER for small Western Pennsylvania operation, including 6-day daily. Must be aggressive, strong on sales and service. Send complete resume and salary desired to Box 5060, Editor & Publisher.

CIRCULATION MANAGER for 30,000+ ABC 6-day evening edition. We're looking for someone to join our young management team that is knowledgeable in all areas of circulation. A great place to raise a family in a beautiful recreation area. Good salary, car allowance, pension and vacation plans. Send resume and salary requirements to: Russell Sprung, Oshkosh Daily Northwestern, 224 State St., Oshkosh, WI 54901. (414) 235-7700.

ASSISTANT CIRCULATION MANAGER. Rocky Mountain area. Good opportunity for enthusiastic, aggressive individual with good sales, service and collection background interested in a circulation career. Ownership in other dailies in Wyoming provides excellent opportunities for advancement. We service the community with a growing morning, evening and Sunday newspaper. Mountain recreation in one of the last unspoiled areas of the US includes hunting, fishing, hiking, skiing and camping. Send a complete resume to Tom Grimaldi, Circulation Director, Cheyenne Newspapers, Inc., 110 E. 17th St., Cheyenne, WY 82001.

JOIN OUR Circulation Management team as assistant circulation director. We publish two PM dailies (Monday thru Saturday) in rapidly growing Southern California market. Person we seek should have solid background as a district manager with emphasis on sales promotion. Person will handle small district. Chance to grow with aggressive company. Salary open. Send resume to Tom Bruchs, Circulation Director, Glendale Newspapers, Inc., P.O. Box 991, Glendale, CA 91209.

CIRCULATION MANAGER for 12,000 daily with weekly extended coverage publication. Ideal small Ohio community. Very highly competitive market. Very good fringes. Send complete resume and salary requirements to Box 5139, Editor & Publisher.

SOUTHWEST

We're looking for a bright, energetic and creative circulation person for our 75M+ weekly in Zone 8. If you can manage people well, can develop and meet a budget, and are familiar with voluntary pay and TMC, we'd like to hear from you. We offer attractive location, salary and benefits in a very dynamic organization. Write in confidence to Box 5263, Editor & Publisher giving complete employment history and earnings.

CIRCULATION MANAGER zoned daily and weekly. Skagit Valley Herald, c/o Box C, P.O. Box 578, Mt. Vernon, WA 98273.

HELP WANTED

CLASSIFIED ADVERTISING

IMMEDIATE OPENING for a classified outside sales representative with management advancement potential will work some retail in Ohio's vacation land at a 27,000 plus daily. Salary commensurate with experience. Excellent fringes and incentive program. Send resume to: Mac Rau, Sandusky Register, 314 W. Market St., Sandusky, OH 44870 or phone (419) 625-5500.

EXPERIENCED, proven track record and competitive situation vs. dailies, pennysavers, etc. Must be able to hire, train, motivate. We offer major chain ownership, aggressive incentive system, warm California coastline, and the opportunity to grow. Weekly suburban newspaper, part of Suburban Group. Send resume and salary demands to Box 5011, Editor & Publisher.

CLASSIFIED ADVERTISING MANAGER interested in challenge of organizing a classified department for a large weekly with growing pains in suburban New York City market (New Jersey). Salary open, bonus, incentives, benefits. Resume to Box 5184, Editor & Publisher.

CLASSIFIED MANAGER for small South Georgia daily and weekly. Excellent starting salary plus commission and other benefits. Five in department and showing gains. Fine opportunity for experienced, settled man or woman. Write: Advertising Director, P.O. Box 708, Tifton, GA 31794.

CLASSIFIED MANAGER

Are you one of the few really creative classified sales manager-motivators in the business? Or do you have the potential to be? If so, we'd like to meet with you. What have you done to develop maximum classified potential in a medium or metro market? How have you approached the challenge of developing and motivating sales people? How would you prepare for the phenomenal growth classified represents in the future? We are a combination daily-Sunday operation in a very competitive, glamor market in the Sun Belt. Good lifestyle but hard driving, result-oriented management. If you're really ready to move, let's talk. Box 5196, Editor & Publisher.

CLASSIFIED SUPERVISOR

We are looking for an eager, aggressive supervisor who will take charge of the Classified Department in our Midwest daily of 24,000 circulation. Responsibilities include budgeting and planning as well as sales for major classified accounts. Experience is required. We are located in a prosperous Midwest community and offer great salary, benefits and potential for growth within the paper and within our parent corporation, Lee Enterprises Inc. Send resume to: Personnel Department, The Globe-Gazette, 300 N. Washington, Mason City, IA 50401. An Equal Opportunity Employer.

CLASSIFIED PHONE SALES

Management position for person with a proven track record for running a classified phone room. Emphasis on sales. Ground floor opportunity. Depending upon experience first year salary should be in $18,000-$25,000 range. Benefits. Zone 2. Write Box 5256, Editor & Publisher.

DATA PROCESSING

SENIOR PROGRAMMER/ANALYST

A San Francisco day area newspaper needs an experienced highly motivated Senior Programmer/Analyst. Position requires a minimum of 4 years experience in programming and analysis in business applications using RPG II. Knowledge of newspaper applications, CCP and COBOL desirable. Equipment includes DEC 11/70 and an IBM system 3 model 15D. The DEC 11/70 uses CSI's software for on-line Editorial and Classified Production. Our goal is to upgrade our business and production applications to an on-line environment. This is an exceptional opportunity for the right person. We offer an excellent salary and company benefits. Equal Opportunity. Send resume to: Terri Barnett, Palo Alto Times, P.O. Box 300, Palo Alto, CA 94302.

HELP WANTED

DISPLAY ADVERTISING

RETAIL ADVERTISING SALES

Excellent opportunity for a person with at least 2 years experience. Want solid career oriented person to grow with us. Above average salary, benefits. Zone 2. Write Box 5257, Editor & Publisher.

ADVERTISING MANAGER, aggressive suburban weekly TMC, Zone 5, able to conceive, sell and implement effective retail advertising. Eventual management possibility for right candidate. Excellent salary plus commission, benefits. Established accounts. For interview send resume to: Independent, 112 E. Ellen St., Fenton, MI 48430.

RETAIL ADVERTISING representative, experienced. Aggressive person with sales and layout experience. Salary, bonus, excellent benefits. Salary commensurate with experience. Zone 1. Box 5157, Editor & Publisher.

ADVERTISING SALES

The fastest growing 6 day ABC daily in the United States is again looking for salespeople because of growth. Qualified candidates would ideally have a degree in advertising. Advancement potential is excellent and you'll like our remuneration system.

This is America's most affluent market in the middle of the resort sun country. Circulation topped 30,000 last February and is moving upward steadily. (This is part of The Detroit News organization, the largest afternoon daily in the US). Send resume to Edd Davis, The Desert Sun, 611 S. Palm Canyon Drive, Palm Springs, CA 92262.

DRAW YOUR OWN CONCLUSIONS

About the most effective medium in the newspaper field!

Place an E&P Classified and you'll get the picture!

EDITORIAL

MANAGING EDITOR for new weekly newspaper in small southern city with famous university. Needs several years experience as editor. Versatile and energetic. OBSERVER, P.O. Box 3917, Charlottesville, VA 22903.

EXPERIENCED desk person to work nights. Adept in layout and editing. Contact: Rodney Odell, Editor, Daily Advance, 87 E. Blackwell St., Dover, NJ 07801, or call (201) 366-3000.

GENERAL ASSIGNMENT REPORTER for South Florida AM with at least 3 years daily newspaper experience. Please send resume detailing experience and salary requirements to Box 5130, Editor & Publisher.

REPORTER/PHOTOGRAPHER for top-notch Florida weekly. Pay equal to ability. Reply with clips, photos to Okeechobee News, P.O. Box 638, Okeechobee, FL 33472.

MANAGING EDITOR who can direct news, ad, circulation and promotion efforts for top Midwest weekly that wants to continue established growth. Excellent community and an even better opportunity, good salary and fringes. Write Box 4047, Editor & Publisher.

GENERAL ASSIGNMENT reporter wanted for one of Ohio's largest and most prestigious weeklies. Will consider recent journalism graduate. Immediate opening. Box 5206, Editor & Publisher.

THE PERSON we're looking for must be able to dig facts and present them concisely, someone who's self-starting and won't quit in the middle of a story. We're a growing 21,000+ PM newspaper in Southeastern New England with a number of awards to show for our efforts. Qualified applicants should have solid writing background. We're not looking for a feature writer. Send resume, top 2-3 clips to: Douglas Reed, Managing Editor, The Attleboro Sun Chronicle, 34 S. Main St., Attleboro, MA 02703.

HELP WANTED

EDITORIAL

COPY EDITOR for a 30,000 PM daily in Western Massachusetts. Some experienced preferred. Please send resume, including salary expectations to: Managing Editor, Transcript-Telegram, 120 Whiting Farms Rd., Holyoke, MA 01040.

EDITOR

Mid-size daily located in an ideal Midwest community of 50,000 is looking for an editor to direct and supervise a young and talented staff. A minimum of 5 years news management experience is preferred. Knowledge of budgeting and planning is a big plus. The position offers great potential for growth both with the newspaper and within our growing corporation. Interested applicants should send a resume, work samples and salary requirements to Box 5180, Editor & Publisher. An Equal Opportunity Employer, M/F.

COPY EDITOR

A major metro in one of the Sun Belt's leading resort cities seeks a copy editor for lifestyles section. We want someone with a flair for headlines, ability to make copy sparkle, sound knowledge of modern layout techniques and potential for leadership. Send resume and 3 layout samples to: The Virginian-Pilot, Norfolk, VA 23501. Please do not telephone.

COPY EDITOR, with J-school training and/or year or 2 of experience for Midwest AM daily now going VDT. We're increasing staff and insisting on quality work. Competitive salary, top fringes. Brand new working quarters, congenial staff. Call Earl Dyer, The Lincoln (NB) Star, (402) 473-7312, collect.

EDITOR with experience, graphics skills, and community leadership. Management ability to direct a news staff on a 12,000+ afternoon paper in growing market. Send resume and samples to The Messenger, 221 South Main, Madisonville, KY 42431.

COPY EDITOR for city desk of South Florida daily. Must be skilled in editing local news, headline writing, layouts. Electronic editing experience desirable. Please send resume including salary requirements to Box 5129, Editor & Publisher.

COPY EDITOR

Experienced copy editor for night side work on Central New York's largest newspaper. Actual desk work of 1-2 years required. Opportunity for advancement to aggressive person. Many fringe benefits. Send resume to Edward B. Sabine, Syracuse Newspapers, Box 4915, Syracuse, NY 13221.

To answer box number ads in

EDITOR & PUBLISHER:

Address your reply to the box number in the ad, c/o Editor & Publisher, 575 Lexington Avenue, New York, N.Y. 10022. Please be selective in the number of clips submitted in response to an ad. Include only material which can be forwarded in a large manila envelope. Never submit complete newspapers or magazines unless specifically called for.

Editor & Publisher is not responsible for the return of any material submitted to its advertisers. Therefore we suggest that you never send irreplaceable material.

E&P CLASSIFIEDS PRODUCE JOBS FOR NEWSPAPER PEOPLE!

HELP WANTED

EDITORIAL

CITY EDITOR to organize and take part in coverage of outstanding community in Western Iowa. Reporting, copy editing, staff direction and layout experience required. Resumes, writing and layout samples, salary requirements: John Kerr, Daily Times Herald, Carroll, IA 51401.

JOURNALIST
The St. Louis Globe-Democrat has several openings for reporters and copy editors in expanding news and sports operation. Superior salary and employee benefits. Send resume and samples to: Personnel Director, St. Louis Globe-Democrat, 12 Blvd. at Convention Plaza, St. Louis, MO 63101.

DAY CITY EDITOR
The expanding city desk on 125,000 AM in Zone 3 is looking for a Day City Editor with background demonstrating determination to excel. To give assignments and direction to reporters and play major role in building local report. Excellent leadership opportunity for right person. Good fringe package. Please reply to Box 5287, Editor & Publisher.

REGIONAL EDITOR
To supervise two bureaus, three office reporters, correspondents in Illinois counties, edit three Tri-State pages. Must be good at people-handling, organization, planning. Desk experience required. Send salary needs. Contact: Terry Maguire, Managing Editor, Herald-Whig, 130 S. Fifth, Quincy, IL 62301.

FEATURE WRITER
Large Metro in southeast seeks proven stylist for #1 writing position in lifestyles section. We want a fast, accurate writer with uncommon ability. Excellent salary and benefits. Send resume and clips to Box 5288, Editor & Publisher.

SPORTS DESK
55,000 AM in Maine seaside community needs experienced and imaginative copy editor and layout person for five-edition sports pages. Sports knowledge a must. Preference to New Englanders. Top pay and living conditions. Write: Executive Editor, Box 1460, Portland, ME 04104.

MAJOR METRO Zone 9 daily seeks an aggressive pro to write for its business page in a highly competitive market. Must be first-rate writer/analyst capable of probing business coverage. Must have experience on major daily. This is no job for puff artists and beginners. Major city with diverse economy. Excellent fringes in lively, livable community. All replies confidential. Send resume to Box 5295, Editor & Publisher.

EDITOR FOR LAW FIRM
Law firm has unique job for non-lawyer as editor: to enhance, focus, humanize and polish the attorneys' written work.

We want someone literate, articulate, creative, self-assured, willing to learn technical material, and fiercely independent. Should be skilled in language usage, and able to use words to create tone with sensitivity.

Our goal is to make our written work as understandable as we can, with an emphasis on our writing meeting the needs of the user,

Send resume to: N. Sugerman, P.O. Box 2148, Santa Monica, California 90406.

NIGHT SPORTS EDITOR
for growing, 65,000 circulation Midwestern AM. This position demands a capable editor with good news judgment and editing skills, limited experience in makeup and head writing (we have a universal copy desk). Good salary, working conditions. Send resume in confidence to Box 5296, Editor & Publisher.

WEEKLY EDITOR
The Bellvue Leader, a growing aggressive community weekly needs a working editor to direct and be part of a news staff of 4. Bellvue, Nebraska, the 8th fastest growing city in the U.S., has the advantages of a small community located adjacent to a larger city. The Omaha area offers a surprising mix of cultural and other leisure time activities in an environmentally sound area. Write, including resume or call collect: David Hosokawa, Assistant Publisher, Sun Newspapers of Omaha, 4875 F Street, Omaha, NB 68117. Phone (402) 733-7300.

HELP WANTED

EDITORIAL

PART-TIME editor/writer. Must know make-up. Central Jersey location. Write Box 5186, Editor & Publisher.

PERSON to head editorial department with managing ability. Daily publication. 16 page tabloid on a beautiful island in the Caribbean. All correspondence or inquiries, contact: Gus Izurieta, P.O. Box 97, Elmwood Park, NJ 07407. Phone (201) 796-8442.

FOOD EDITOR
Aggressive paper in major metropolitan Southwest market looking for experienced food editor. Seek dynamic, creative self-starter who can produce bright copy and has a solid flair graphics. Box 5192, Editor & Publisher.

BUSINESS EDITOR
Growing Florida newspaper seeks individual with at least 3 years newspaper business writing background to develop good local business stories and select wire stories. Layout skills desired but not required. Send resume to Box 5211, Editor & Publisher.

EDITOR
Central Illinois award-winning daily of 9,400 needs an editor strong on layout, design, copy-editing and technique to lead a young staff in community journalism. Must be community-minded and experienced. Salary commensurate with experience, fringes include prescription card plan, major medical insurance, profit sharing and employee savings plans. Send resumes to:

Tom Wood, Publisher
Daily Ledger
Canton, IL 61520

ASSISTANT WIRE EDITOR for 35,000 afternoon daily near Chicago. Desk experience a must, electronic editing experience preferred. Good pay, benefits. Write Box 5282, Editor & Publisher.

OPEN A DOOR
TO OPPORTUNITY
If you have had two to three years editorial experience, ready to settle down and are interested in learning the MAGAZINE publishing business, this may just be the opportunity you have been looking for.

As a guideline, check out the following:

(1) You should like to write and be good at it.
(2) Adaptable to learning magazine editorial layout.
(3) Like details sufficiently enough to write heads-proof read and handle your own editorial production.
(4) Be able to use camera.
(5) Alert to coverage of conventions, boat and special feature stories. In other words, have or develop the know-how to see the NEWS.
(6) Be a STICKLER for maintaining deadlines.
(7) BE DEDICATED—ENJOY WHAT YOU ARE DOING.
(8) Some knowledge of boats helpful, but not necessary.

You will be working with a publisher who came up the newspaper editorial route and who knows and understands it. You will be working as a staff member of one of the nation's leading boating publications—a "Slick Paper" magazine in four colors. You will be located in the Sun Belt—a bedroom community just across the Lake from fabulous New Orleans.

In a community known as the Ozone Belt—where the air and water is the cleanest in the entire U.S.—a wonderful place to raise a family (excellent schools).

Come, join a team that works together, and everyone enjoys what he is doing. We're dedicated.

Write Box 5291, Editor & Publisher.

CITY EDITOR
ANNAPOLIS Evening Capital 27,000 PM is taking applications for a city editor. Local news gets top priority here with all local page 1 and break page. One of the most pleasant living areas in the country. Must have solid desk experience including layout and headline writing and some supervisory experience. NO others will be considered. Write to: Edward D. Casey, Evening Capital, Box 911, Annapolis, MD 21401.

HELP WANTED

EDITORIAL

SPORTSWRITER to join staff of 32,000 7 day AM serving major portion of Western Kentucky. Basketball's the big game but we're also into significant coverage of football, baseball, tennis, golf and others. It's a varied sports world, and we're seeking someone with wide interests and enthusiasm to relate that to our readers. Some experience preferred, but skillful beginners will get a full hearing. Pleasant community, good wage and fringe package. Send resume, clips to: Rich Suwanski, Sports Editor, Owensboro Messinger-Inquirer, 1401 Fredrica, P.O. Box 1480, Owensboro, KY 42301.

EDITOR
(Zone #6)
Rapidly growing 20,000 daily circulation newspaper seeks the right experienced editor to direct and supervise our newsstaff. Enthusiasm, highly organized, capacity to inspire confidence in staff, sense of fairness and responsibility to community and respect for truth are a must. A minimum of five years news management experience desirable (preferred actual experience on beats, city desk, photo, features, & editorial writing). Send resume, clips and salary requirements to Box 5279, Editor & Publisher.

WANTED
General assignment reporter with a knack for hard news, features and photos, for progressive Midwest daily. J-degree is a must. Position to open this fall. Write to Mike Cummins or Steve Dix, The Crescent-News, P.O. Box 249, Second and Perry Sts., Defiance, OH 43512.

EDITOR/WRITER for rapidly growing financial publishing company in Washington, DC area. Excellent working conditions. Editing experience and understanding of free market economics, finance and taxes essential. Rare opportunity for responsible, well organized person of conservative or libertarian views. Send samples, resume and salary requirements to Mark Skousen, Box 8233, Washington, DC 20024.

REPORTERS for fast growing weekly stressing planning, zoning, agriculture, arts, finance, investigative features. Write Box 5266, Editor & Publisher.

EDITOR, experienced, scholarly, meticulous type, also for news, feature writing, for national weekly booktrade magazine based in Clifton, New Jersey. Send resume including salary history and requiement to Box 5190, Editor & Publisher.

PHOTOGRAPHER-REPORTER for 5-day PM. Emphasis on photo-darkroom work but some writing required. Good pay and benefits. Resume, photos and writing sample to: John Kerr, Daily Times Herald, Carroll, IA 51401.

COPY EDITOR
Immediate opening for an experienced copy editor. VDT operation in modern Zone 2 mid-sized morning. Rim work now, but advancement potential for right person. Excellent salary and benefits. Send resume, head samples to Box 5178, Editor & Publisher.

2 IMMEDIATE OPENINGS. The Eagle, Bryan-College Station,Texas has openings for weekend news editor and a copy editing position for the lifestyles section of our 18,000 circulation 7-day PM paper. Send complete resume, non-returnable samples to: Bob Lutgen, P.O. Box 3000, Bryan, TX 77801.

COPY EDITOR
We need a Copy Editor capable of sitting in the slot and moving pages on this competitive local Midwest AM. Good salary and benefits—nice folks to work with. Send resume and clips to: K. L. Stewart, Lindsay-Schaub Newspapers Inc., P.O. Box 789, Decatur, IL 62525.

EDITORIAL WRITER for aggressive Connecticut AM and PM. Sound writing background. New England knowledge helpful. Write Box 5272, Editor & Publisher.

BILINGUAL REPORTER to write in Spanish and English. Progressive company with benefits and lots of exciting news. Excellent climate. Send resume and phone number to: Nogales International, P.O. Box 579, Nogales, AZ 85621.

HELP WANTED

EDITORIAL

ASSISTANT
MANAGING EDITOR
WALLA WALLA
UNION-BULLETIN

exceptional opportunity for personal development and to build your future with a newspaper commited to excellence as demonstrated by our large newshole (over 50%) solid content, distinctive graphics and commitment to photojournalism.

Individual selected will immediately have daily responsibility for directing local staff and editing local copy.

Must have strong leadership potential and demonstrated editing ability. Extent of experience required will depend on ability to learn and lead.

Minimum salary $17,000, excellent fringes. Wholly-owned subsidiary of The Seattle Times.

Our professionally oriented community, with 3 colleges and 3 hospitals, is located at the foot of the Blue Mountains with quick access to all outdoor recreational activities.

Send resume, tearsheets, references, salary requirements to: Oren Campbell, Managing Editor, Walla Walla Union-Bulletin, P.O. Box 1358, Walla Walla, WA 99362.

EXPERIENCED COPY READER who can do a professional job in editing, and write bright, sharp headlines. Early hours on PM with four editions daily. Submit resume to Personnel Dept., The States-Item, 3800 Howard Ave., New Orleans, LA 70140. An Equal Opportunity Employer M/F.

ENTHUSIASTIC J-grad sought for sports position at a 24,000 Eastern Ohio daily. Send resume to: R. Dix, Publisher, Times-Leader, 200 South 4th St., Martins Ferry, OH 43935.

SPORTS DESK of top Zone 8 daily needs an experienced copy editor who can write headlines, move into the slot, lay out pages, and has the potential to move up. VDT experience helpful. Send resume to Box 5199, Editor & Publisher.

GOLF WRITER with layout ability, for weekly tabloid. Florida Golf Week, P.O. Box 1458, Winter Haven, FL 33880.

ELECTRONIC AD LAYOUT

AD MACHINE OPERATOR
The Times Herald, Vallejo, California needs an advertising machine operator familiar with ad machines used in the DYMO system. The Times Herald pays salaries equivalent to those in the San Francisco bay area along with a comprehensive medical insurance plan and retirement trust program. Write the Times Herald, 500 Maryland, Vallejo, CA 94590 or call (707) 644-4121.

"Strike conditions exist, signed, David E. Caffoe, general manager."

ELECTRONIC MAINTENANCE

NEWSPAPER TECHNICIANS
The Times Herald, Vallejo, California needs newspaper technicians familiar with the operation, repair and maintenance of the computerized DYMO system. The Times Herald pays salaries equivalent to those in the San Francisco bay area along with a comprehensive medical insurance plan and retirement trust program. Write the Times Herald, 500 Maryland, Vallejo, CA 94590 or call (707) 644-4121.

"Strike conditions exist, signed, David E. Caffoe, general manager."

HELP WANTED

MANAGEMENT

REGIONAL MANAGERS
DISTRIBUTION
We are seeking 2 high-calibre individuals to run regional offices in the Los Angeles area. Applicants should have solid background in distribution. Knowledge of Los Angeles area helpful. Good salary and fringe benefits. Much growth potential with progressive newspaper chain—Harte-Hanks Communications. Replies to:
Michael Lynch
Vice President/General Manager
Inland Carriers, Inc.
P. O. Box 1285
Industry, CA 91749

MARKETING

TALENTED, hard-working marketing executive for small Ohio daily. Supervise 4 sales people, produce advertiser newsletter, prepare and implement reader and advertiser surveys, plan and implement promotion campaigns and help to start a shopper. Write: Box 5159, Editor & Publisher.

PHOTOJOURNALISM

PHOTOJOURNALIST
Exceptional opportunity for an outstanding photojournalist. The Daily Herald is searching for the right person to round out its staff of award-winning photojournalists. We want an ambitious person preferably with at least 2 years experience in newspaper photography for our night shift.

In addition to an attractive salary and good fringes, we offer the best possible benefit: A management that appreciates fine photography and insists it be used well.

Resumes should be submitted, in writing, to: Thomas G. Grieger, Director of Photography, Paddock Publications, P.O. Box 280, Arlington Heights, IL 60006. An Equal Opportunity Employer.

PRESSROOM

NORTHERN California small newspaper group seeks Goss Community press foreman with quality production ability. Confidence respected. Write all needed info to Box 5142, Editor & Publisher.

PROGRESSIVE award-winning daily seeking a pressroom foreman who has the capability of managing a pressroom equipped with 7 units of Harris V-22.

A great community, excellent schools, new hospital, accessibility by air or Interstate. Salary negotiable, excellent fringe benefits, and an opportunity to advance. Located in Zone 7 where there is some of the greatest hunting and fishing in the country.

Send resume and salary expectations to Box 5120, Editor & Publisher.

JOURNEYMAN OFFSET PRESSMAN
Prefer doublewidth experience. Work on new press. Union shop. Good pay, good benefits. Send resume to Elkhart Truth, P.O. Box 487, Elkhart, IN 46515, Att: Gene Askren.

EXPERIENCED Letterpress Pressmen needed as trainers in an expanding metropolitan pressroom. Zone 6. Excellent opportunity for advancement. Competitive salary. Box 5136, Editor & Publisher.

PRESSMAN needed to operate and maintain a 6-unit Goss Community with Suburban folder. Experience in camera and/or composing a plus. Pay commensurate with ability. Good benefits. Contact: Jim Bottoroff, The Review Times, Drawer C, Fostoria, OH 44830, (419) 435-6641.

HARRIS GOSS, News King Offset Pressman needed immediately. Excellent opportunity for advancement. All fees paid by employer. Contact: Taylor Inc., (919) 273-9406, Mr. Kutt.

EDITOR & PUBLISHER Classified Ads produce results like no other publication in the newspaper field! Whether you have machinery, supplies or newspapers to sell (or buy)—need a top qualified person to fill an opening—or are looking for just the right spot to advance your career—put an Editor & Publisher ad to work for you.

HELP WANTED

PRESSROOM

WEB LETTERPRESSMAN
The Times Herald, Vallejo, California needs one experienced web letterpressman familiar with the NAPP system. The Times Herald pays salaries equivalent to those in the San Francisco bay area along with a comprehensive medical insurance plan and retirement trust program. Write the Times Herald, 500 Maryland, Vallejo, CA 94590 or call (707) 644-4121.

"Strike conditions exist, signed, David E. Caffoe, general manager."

ENERGETIC, self-starting pressman is needed for 8-unit Goss Urbanite Offset Press. Good working conditions, future and company benefits. Send resume to: R. C. Dix, Publisher, The Times-Leader Newspaper, Martins Ferry, OH 43935.

PRESSMAN—Experienced offset needed immediately. Goss 7-unit Urbanite. Must know platemaking. Sun Belt newspaper. Send resume to Personnel Department, Yuma Daily Sun, P.O. Box 271, Yuma, AZ 85364.

EXPERIENCED Goss Community pressman, 8-unit 2 folder operation. Some 4-color work. Contact Mr. Lesnar (605) 339-2383.

CHIEF PRESSMAN, 2 assistants for 8-unit Harris V-15A. This is a new press set-up in a new building. We need good people to grow with us. Top pay, good fringes. Great fishing, hunting, etc. in Northwest. Apply to: Dave Sclair, SUBURBAN TIMES, Box 99669, Tacoma, WA 98499.

PUBLIC RELATIONS

AMBITIOUS ADVERTISING department of a rapidly growing furniture manufacturer seeks 2 additions to its staff.

PUBLIC RELATIONS will develop and coordinate a diversified and goal oriented Public Relations program to include product publicity, coordinate relations and community relations.

THE SUPERVISOR, GRAPHICS AND PRODUCTION will develop departmental graphics material, direct departmental photography and supervise the production of departmental collateral materials.

These positions offer outstanding opportunities for growth. Compensation commensurate with ability and experience. Prefer experience in furniture public relations. Send resume in confidence along with salary history to: Ms. Gayle Linkous, Stanley Furniture Co., Stanleytown, VA 24168. An Equal Opportunity Employer, M/F.

E&P Classifieds—
As effective in
the newspaper community
as your newspaper classifieds
are in your community!

HELP WANTED

PRODUCTION

MACHINIST
We are seeking an experienced journeyman machinist who can perform maintenance on all hot metal equipment for the Morning Courier in Urbana, Illinois. Some knowledge of TTS units, ad operator or floor experience helpful. Excellent benefits, 37½ hour week, $7.52 per hour. If interested, call collect (217) 422-8531 or write: Keith L. Stewart, Lindsay-Schaub Newspapers Inc., P.O. Box 789, Decatur, IL 62525.

PROCESS CAMERAMAN. Live and work on the Gulf of Mexico in Florida's most desirable city. Berkey experience desirable. Call Dick Temple, Naples Daily News, (813) 262-3161.

PRODUCTION FOREMAN, preferably with press experience. Supervise complete typesetting, camera, plate and press department. Take charge person. Will pay well, good fringes to right person. Beautiful Northwest area with new plant and equipment. Box 5179, Editor & Publisher.

PROCESS CAMERA OPERATOR
The Times Herald, Vallejo, California, needs a process camera operator with experience with the NAPP system. The Times Herald pays salaries equivalent to those in the San Francisco bay area along with a comprehensive medical insurance plan and retirement trust program. Write the Times Herald, 500 Maryland, Vallejo, CA 94590 or call (707) 644-4121.

"Strike conditions exist, signed, David E. Caffoe, general manager."

PUBLIC RELATIONS

DIRECTOR OF DEVELOPMENT

Unique educational service organization in Zone 5 seeks Development-Public Relations person experienced in fund raising and grantsmanship. Position involves expansion of organization's financial base by working closely with civic leaders of outstanding medium sized Middle Western cities and with regional and national funding sources. Public relations responsibilities include development of community relations program and publicity activities. Send resume, references and salary requirements to Box 5293, Editor & Publisher.

Equal Opportunity Employer M/F

SALES

RECRUITER
to $40,000
Growing executive search firm, established in newspaper and other markets, seeking recruiters for data processing, finance, engineering, and industrial relations. Ideal candidates now earning $15,000 to $18,000 and eager to double income through incentives. Most recruiters with this 18 year firm has increased earnings beyond $40,000. Attractive suburban Philadelphia location. Light travel. Recruiting experience and sales orientation essential.

Ronald Wertel
GORDON WAHLS COMPANY
Executive Search Consultants
P. O. Box 905, 610 East Baltimore Pike
Media, Pennsylvania 19063
215-565-0800

AGGRESSIVE, professional sales manager with proven record to take charge of 6 man sales force for a top pennysaver group in New York state. Will consider #2 person ready to move up. Good salary and benefits. Excellent community. Resume and salary requirements to Box 5189, Editor & Publisher.

Positions Wanted . . .

ADMINISTRATIVE

YOUNG, enthusiastic national publisher seeks new challenge in administration or reporting. Salary negotiable. Contact Box 5209, Editor & Publisher.

LOOKING FOR AN OPPORTUNITY
I'm looking for a situation where I can become totally involved in an administrative capacity with either a small daily or a weekly. I've sold advertising for weeklies, have been a circulation district manager for a large daily, been a sports editor and reporter for two small dailies and created and published a tabloid of which I was responsible for selling advertising, writing, photo and layout of the paper. Currently in a sales capacity with a large publishing house, but yearn to return to my first love. College graduate. Any Zone considered. Write Box 5258, Editor & Publisher.

PUBLISHER-EDITOR (38) looking for new challenge in strong community weekly in Zone 8, with Arizona preferred. 3 years owner of medium-sized rural newspaper/job shop. Now, 2 years group experience. 18 years diversified experience in suburban and metro markets. Capable in all areas from news to production. Write Box 5276, Editor & Publisher.

ADVERTISING—BUSINESS — Weekly-Shopper, Job Shop and Office Supplies to manage. Consider working interest or invest. Relocate. C. Butcher. 9802 111th St., N. Seminole, FL 33542 (813) 393-8607.

PUBLISHER or ASSISTANT
Successful reporter for one of the country's most prestigious papers wants to make the transition to the business side. At 39, I have 18 years of newspaper experience and the personal characteristics and leadership qualities to be publisher of a small daily with chain support or assistant to the publisher of an independent paper. Box 5275, Editor & Publisher.

WANT TO APPEAR IN OUR CENTERFOLD?

Scan the names in E&P's centerfold, *Newspeople in the News*. You'd be surprised at how many of them were once Newspeople in E&P's Classified Section!

Here's a brief sampling of quotes attached to news releases to our *Newspeople in the News* editor:

"Thanks E&P—120 resumes didn't do what your 'jobs wanted' did."
"Happy Central Pa. Editor"

"The editor saw my ad in E&P. In fact, he got his job the same way! Success through E&P Classifieds!"
M.W.

If you're a potential newsmaker, send us your Positions Wanted ad. You just might see *your* name in our magazine—or byline in someone else's newspaper!

E&P CLASSIFIEDS
We produce jobs for newspaper people!

Positions Wanted...

PERSONNEL AVAILABLE FOR ALL NEWSPAPER DEPARTMENTS & ALLIED FIELDS

ADVERTISING

EXPERIENCED Ad Manager with excellent record in sales, promotion, and management desires classified, retail, or management position in the Carolinas. Box 5191, Editor & Publisher.

ADVERTISING MANAGER on small daily seeks to join group with active acquisition record. Proved I could work under tough conditions and increase linage. Now need challenge to work harder with potential to become publisher. Prefer Zone 5. Box 5270, Editor & Publisher.

PRESENT ADVERTISING MANAGER seeks position on daily newspaper. Over 25 years experience in all phases of newspaper advertising. With my training, experience and knowledge, I have much to offer a good daily newspaper. Write Box 5278, Editor & Publisher.

ARTIST

AWARD-WINNING artist seeks permanent large metro daily position. News/Feature illustration, graphics, cartoon, editorial art experience. BFA. Resumes, samples, references available. Zone 6,8,9. Write Box 5250, Editor & Publisher.

CIRCULATION

CIRCULATIOIN EXECUTIVE, total market philosophy. Quality references. Mature professional, 28 years experience. Past performance outstanding. Will relocate. Box 5065, Editor & Publisher.

10 YEARS experience ABC, MES, TMC, shopper, heavy promotion, new areas, conversion, mail to home delivery. Desires #2 spot on 50,000 to 100,000 or #1 on 10,000 to 30,000 paid circulation or what have you. East Coast States preferred. Contact Joe Nispel, 1701 Taxville Rd., Apt. 15-H, York, PA 17404, (717) 792-2461.

EDITORIAL

NO-NONSENSE (except in humorous features) reporter-photographer, now with twice weekly, has 5 years daily, plus other general experience, seeks change. Box 5058, Editor & Publisher.

COLUMNIST/SPORTS EDITOR seeks position on medium size daily. 13 years experience. Box 1460, Editor & Publisher.

FEATURE writer with sharp sense of style wants position on daily. I care about words and have spent a lifetime studying them and learning to use them precisely and concisely. Hire me and I'll show you what I mean. 7 years reporting experience. MA journalism. PhD candidate in English composition. College editor, college writing teacher. Box 5075, Editor & Publisher.

QUALITY and experience. Editor experienced in all aspects of the newsroom and in teaching. Available immediately. Box 5059, Editor & Publisher.

WANT QUALITY?
Working top editor on 23M daily seeks top post on medium or large publication. Wish to improve salary (now $19M) and career potential. Strong on news, design, human relations. Integrity, guts, organizational ability, concern for truth result in a paper with a likable image, satisfied newsroom employees, grateful advertisers, and a profitable business. Box 5281, Editor & Publisher.

FORMER EXECUTIVE editor of a Northwest daily, proven leader, exponent of aggressive journalism that builds and holds circulation. Seeks spot as editor of medium-sized daily. Box 5251, Editor & Publisher.

REPORTER with small Washington, DC news service, 15 years writing and editing experience, including dailies, seeks return to quality paper. Young, solid pro, particularly strong on labor, economics. Box 5061, Editor & Publisher.

EDITORIAL

EDITOR/REPORTER, 26, seeks position with Connecticut daily or weekly. Former city editor, now doing PR, 4½ years news experience. Versatile, professional, personable newswoman can do through hard news, lively features, layout. Photo skills. Box 5114, Editor & Publisher.

OHIO'S BEST sportswriter (documented) looking to move out of small daily. Experienced with metro, college and small town papers. Aggressive, hard-hitting, and witty. Will relocate. I'm worth a look. Bob Stern, 138 Wilson St., Defiance, OH 43512, (419) 782-3844.

EDITOR—I've been one for seven years. Looking for a challenge, any Zone. VDTs, whatever. I love newspapers. Write Box 5255, Editor & Publisher.

PROVEN auto racing writer looking for daily wanting to cover the sport. Feel at home at Daytona or the local speedway. Have experience covering high school sports. Been assistant sports editor and acting sports editor for suburban twice weekly with layout, editing, assignment and photography experience. Box 5117, Editor & Publisher.

DON'T HIRE ME as a token woman! Do hire me because I can help you produce a quality product. My background includes all beats, camera work, editing, layout, management and VDT experience. Will relocate. Resume an clips available. Box 5154, Editor & Publisher.

HUNGRY reporter-photographer, 3 years on suburban daily. Prefer Zone 1 or 2. Call Carl Rotenberg (802) 442-4739.

EDITOR with proven management ability and wide, 14-year reporting and editing background seeks position as metro city editor, or smaller daily managing editor; 34 years old. Zones 6,8. Box 5185, Editor & Publisher.

SPORTS EDITOR, 31, 9 years' daily experience in all phases of sports operations, including VDTs. Wants to relocate with a metro daily in any Zone. Call (517) 835-7890 nights.

TAKE ME OUT TO THE BALLGAME! I'll bring back much more than scores and stats. One-man sports department at small quality daily wants to move up. General assignment, photography experience. VDT trained. Zones 1,2, Ohio, Virginia. Call nights, weekends (501) 673-3902. Glazer, 1008 S. Porter, Stuttgart AR 72160.

ENTERTAINMENT WRITER/EDITOR seeks position on metro daily or weekly. Energetic and knowledgeable in all entertainment areas with 5 years experience on daily and monthly magazine. Currently writing for national entertainment trade publication. Not looking for riches, just a career in a field I love. Box 5188, Editor & Publisher.

ENERGETIC, conscientious News Editor has finished two-year stay with community weekly. Seeking spot on daily. Two years on job means versatility, thorough experience. Anxious to write, photograph. Ready now for interviews, start work in August, September. Clips, references available. Box 5203, Editor & Publisher.

REPORTER-PHOTOGRAPHER with over 2 years hard news, feature and photo experience with a daily and weekly to work for same immediately. Degrees in Journalism and English Lit. Former White House writer-researcher for 5 years. Require $150/week. Call (301) 778-4851 or (301) 758-2661. Mr. Terry King, P.O. Box 45, Worton, MD 21678.

SIX YEAR PRO with quality writing and layout ability seeks sports writing position on medium-sized to metro daily in any Zone. Box 5197, Editor & Publisher.

HARD-WORKING weekly editor seeks daily reporting or feature writing position near college. Room for advancement a must. Box 5202, Editor & Publisher.

PHOTO EDITOR, 38 with 19 years wire service/magazine experience seeks challenging position. References/resumes on request. Box 5208, Editor & Publisher.

EDITORIAL

HARD WORKING, innovative, young photographer who has specialized in editorial photography at photography school seeks a job on a daily newspaper. Has own equipment, a good eye, a good portfolio and published work. Contact Joe Averka, 383 Abbott St., North Andover, MA 01845, (617) 688-8993.

REPORTER with 20 years experience seeks specialty writing job (features, columns, editorials) with newspaper or magazine. Box 5285, Editor & Publisher.

FOR RENT: Brains and reporting instincts of city hall reporter with 5 years' experience. Can explain a municipal budget, investigative government hanky-panky and make sense out of political hoopla. Write Box 5253, Editor & Publisher.

URBAN AFFAIRS SPECIALIST:
Masters, Urban Policy and planning; Big Ten BA, Journalism; Fellow, Summer Program in Journalism for Minority Groups; 5 years general and specialized newspaper experience including 2 with major Chicago daily; Also have worked for planning agencies; 28 years old. Write Box 5265, Editor & Publisher.

FILM CRITIC. Male, 26. 2 years experience on 19,000 daily. Know movies inside out. Prefer area near Atlantic Coast. Write Box 5284, Editor & Publisher.

REPORTER, WRITER—wants feature writer position. Likes wilderness areas to live near. Honor graduate at Michigan State. Over two years experience. Write Box 5259, Editor & Publisher.

ASSOCIATE EDITOR
11 years experience on metro dailies, seeks editorial writing slot or other management-level position on West Coast daily. Awards, Fellowship, MA journalism. Dedicated professional, committed to newspaper work. Prompt reply. Write Box 5262, Editor & Publisher.

REPORTER, 30, BA, highly motivated, trilingual (French, Spanish), diverse daily experience (VDT) plus background in technical writing and editing (environmentalism), engineering). Good with camera. Seeks spot with medium-to-large daily. Write Box 5283, Editor & Publisher.

WRITER-EDITOR, 30 years experience. Moderately liberal, freelance, political-public- minority- education-affairs writers will relocate. J. J. Albi, 1740 Gaylord, Denver, CO 80206.

ENTERTAINMENT
REPORTER
Prize-winning 10-year veteran journalist with professional background in radio, TV, theater and music, seeks spot on metro daily. Features, reviews, columns, profiles. For resume and clips, Write Box 5260, Editor & Publisher.

JUST SOLD PAPER, publisher available. Areas 3-4. Can do it all. Award-winner editorial. Box 5271, Editor & Publisher.

EDITORIAL

EDITOR/REPORTER, tired of Washington newsletter scene, seeks spot with aggressive daily in city where growth management, environmental protection and mass transit are hot issues. I've covered Congress, HUD, DOT and EPA for five years, and it's been great experience, but newspapers are my first love. Box 5277, Editor & Publisher.

PHOTOJOURNALISM

REGIONAL REPORTER OF THE YEAR, 25, with three years experience on 40,000 plus daily and Master's from Columbia University J-School, wants to move up. Am best at pictures that brighten the reader's day. Have won awards in all categories. Write Box 5273, Editor & Publisher.

PHOTOGRAPHER with five years experience, including major metro, looking for paper where photo or picture editing skills will be put to good use. Regional photographer of the year contender for the past three years. Resume and portfolio upon request. Box 5252. Editor & Publisher or phone (913) 272-3084.

HARDWORKING reporter with 6 years newspaper experience has covered education, politics, social issues, but will cover any beat and go anywhere. MA journalism, college newspaper editor. Box 5076, Editor & Publisher.

PRODUCTION

COMPOSING ROOM FOREMAN—Newspaper. 6 years experience, strong leadership abilities. Knowledge all phases of composing room operations. Available immediately. Box 5158, Editor & Publisher.

WEB OFFSET—Pressman-roll-film cameraman-foreman. 15 years experience in central plant. Any good position considered. Box 5201, Editor & Publisher.

PUBLIC INFORMATION

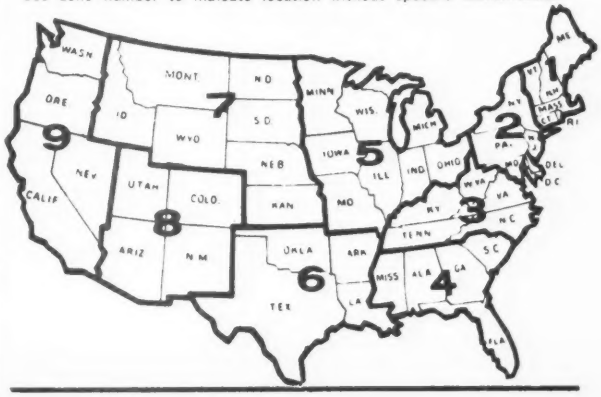
FORMER USAF PIO seeks civilian career. Award-winning writer/editor. Radio/TV experience. Age 34, single, BAJ degree, good references. Contact: T. White, P.O. Box 251, Panama City, FL 32401 (904) 763-2178.

SALES

SELF STARTER desires a sales career after 16 years in production, 7 in management. Strong technical background. Anxious to sell. All Zones. (305) 334-5257.

E&P Employment Zone Chart

Use zone number to indicate location without specific identification



Shop Talk at Thirty

By Robert U. Brown

"Rule-of-rummage" decision

We like the attitude of ANPA, as expressed by general manager Jerry Friedheim, to proposed legislation to remedy the adverse effects of the Supreme Court's decision in the *Stanford Daily* case. Speaking to the subcommittee on the Constitution of the Senate Judiciary Committee, Friedheim said:

"While we appreciate the introduction of bills aimed solely at protecting the press, we believe that you must seriously consider the wisdom of legislation protecting the *entire* citizenry."

It is important for newspaper readers to be aware of the impact of the court's decision on the Fourth as well as the First Amendment, as E&P has said previously. Fortunately that awareness is present in some areas.

Newspaper groups, led by ANPA, are seeking a remedy through Congress. An ad hoc citizens group in the Philadelphia area seeks a rehearing and reconsideration of the decision by the Supreme Court. It is questionable whether this group will succeed but it is serving as an important vehicle through which official Washington will receive citizen reaction.

Last week's E&P carried a half-page ad (page 29) placed by "The National Freedom-of-the-Press Petition to Reverse the Palo Alto Decision" asking for signatures on a petition "to the President of the United States, the Honorable Jimmy Carter, to direct the Attorney General of the United States, the Honorable Griffin B. Bell, to request a rehearing and a reconsideration of this decision by the Supreme Court."

It suggested signatures be sent to "Reverse Palo Alto," P.O. Box 632, Paoli, Pa., 19301, and gave permission for others to reproduce the petition and send signatures directly to the White House.

Behind this petition is Lawrence W. Goldberg, of Media, Pa., for 20 years in industrial public relations and now creator of a newsletter devoted to industrial advertising. Having a life-long interest in newspapers—his father had been a newspaperman—he told us he felt the Supreme Court decision was "an insult to the public."

At that time, the *Philadelphia Bulletin* carried a letter to the editor written by George Huhn and his wife Mary Huhn expressing a similar view. He is an ad agency man and she a school teacher.

Goldberg got together with the Huhns and they composed the petition and now head up the ad hoc committee. Late in June they gathered signatures for their petition from Americans who were visiting Independence Hall. In eight days, four out of five visitors signed the petition—1100 signatures from 41 states and Puerto Rico—and they were presented to the White House on June 23.

It shows how concerned and determined citizens can make themselves heard if they are willing to work at it.

Getting back to Friedheim's testimony to the Senate committee, we believe his following points bear emphasis:

"**First**, the legislation should be applicable to state and local law enforcement officials as well as to federal officials.

"**Second**, ANPA believes that any reported bill should include the several proposed exceptions which would allow issuance of search warrants otherwise prohibited by the legislation. Those exceptions permit issuance of a warrant when there is probable cause to believe that the evidence sought: (1) is in the possession, custody or control of a person implicated in the crime; or (2) will be destroyed, hidden or removed unless a warrant issues and is executed.

"The **third** similarity among the bills protecting all citizens is provision for the recovery of damages in a civil suit against officials violating the statute.

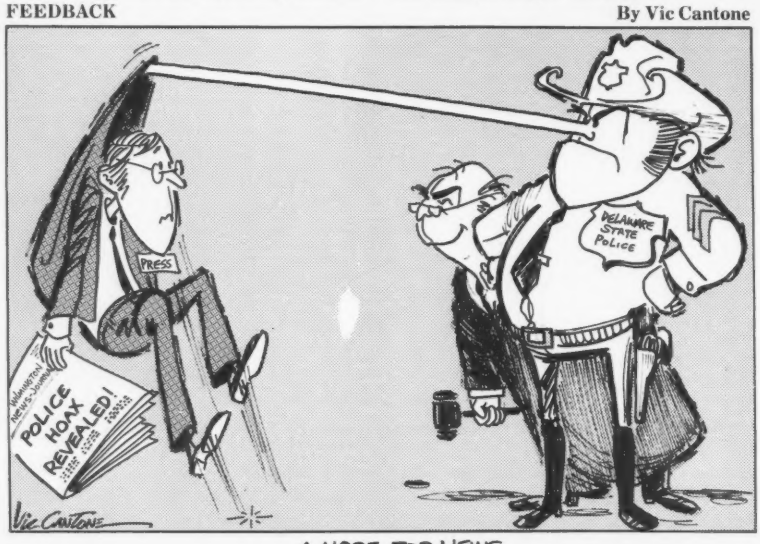
"Additionally, we find value in the language in Senator Haskell's bill which insures that state laws—which provide greater protection than the federal legislation—are not pre-empted by the federal law. Section 6 of Sen. Haskell's bill specifically provides for the enactment and/or enforcement of state laws creating evidentiary privileges for journalists and news organizations. In the majority opinion of the Stanford Daily case, Justice White stated: 'Fifth Amendment and state shield law objections that might be asserted in opposition to compliance with a subpoena are largely *irrelevant* to determining the legality of a search warrant under the Fourth Amendment.' Section 6 would insure that such protective laws could *not* be ignored.

"Even given that protection, however, the problem of rummaging has not yet been adequately addressed in the proposed legislation of which ANPA is aware. As a result of the court's decision, not only the press, but doctors, lawyers, private citizens and private businesses are threatened with having their entire files searched and their privacy invaded when law enforcement officials cannot specifically identify the location of the evidence sought. In the process, personal and privileged documents could be viewed by the law enforcement officials even though unrelated to the materials sought.

"ANPA, therefore, urges the Subcommittee to consider the inclusion in any reported legislation of an anti-rummaging provision. In 1972, the American Law Institute drafted a proposed procedure for addressing this problem in its Model Code of Pre-Arraignment Procedure. Essentially, the Institute proposed that whenever a search warrant was issued authorizing the seizure of documents—and the documents sought could not be searched for and identified without examining the contents of other documents—then the executing officer should *not* be allowed to examine the documents. Rather, the documents should be appropriately protected until a hearing could be held to determine what conditions or limitations should be imposed on examination of the documents in order to prevent unnecessary or unreasonable invasion of privacy. Inclusion in the bills before you of a provision along the lines of the American Law Institute's proposal could help insure the sanctity of personal, confidential and privileged materials."

FEEDBACK

By Vic Cantone



A NOSE FOR NEWS.

Come out of the darkroom and into the light

with WaterProof contact paper by NAPP.

WaterProof is our new contact paper that puts a whole new light on making contact prints. It lets you work outside the darkroom under normal room lighting.

Using the WaterProof System is simple, easy and convenient. Just expose your image on NAPP WaterProof paper. Then run it through our WaterWorks 2000 Processor. And that's all there is to it. In less than two minutes you can expose and process an 18" x 23" sheet of WaterProof.

So forget about all the problems of developing in the darkroom. Forget about the cost, environmental damages and health hazards of silver and other chemicals.

Making contact prints the WaterProof way is easy, clean and productive. So come out of the darkroom and into the light with WaterProof by NAPP.

The contact paper that handles in light, processes in water and dries instantly.

WATERPROOF™ CONTACT PAPER

NAPP®

NAPP Systems, Inc., 360 S. Pacific
P.O. Box 246, San Marcos, CA 92069

Please send me information on how to come out of the darkroom and into the light with WaterProof by NAPP.

Name _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____

SELECT YOUR BEST WORK...ENTER IT

PYLE | SCRIPPS | STONE | MEEMAN | HOWARD

Is your newspaper television, or radio station planning to compete for a share of the $22,000 in prizes that The Scripps-Howard Foundation will award for excellence in 1978? Even though each of the competitions has a 1979 deadline, it is time to start assessing material that you have already produced in 1978 that shows you at your best.

NEWSPAPER HUMAN INTEREST REPORTING

These are the Ernie Pyle Awards, given for newspaper human interest reporting that most nearly exemplifies the style and craftsmanship of Ernie Pyle. First prize, $1000 and a medallion plaque. Second prize, $500 and a certificate. Deadline: Jan. 15.

NEWSPAPER FIRST AMENDMENT REPORTING

Named for Edward Willis Scripps, founder of Scripps-Howard Newspapers and United Press, the Scripps First Amendment Award recognizes that newspaper which has performed the most outstanding public service in the cause of the first amendment guarantee of a free press. A bronze plaque will be awarded to the winning paper, and a cash prize totaling $2500 to the individual or individuals who contributed most significantly. Deadline: Feb. 1.

NEWSPAPER EDITORIAL WRITING

These are the Walker Stone Awards, named for the late editor-in-chief of Scripps-Howard Newspapers, and given for outstanding achievement in the field of newspaper editorial writting. There will be a $1000 cash prize and plaque, and an honorable mention prize of $500. Deadline: Feb. 12.

NEWSPAPER CONSERVATION REPORTING

Prizes totaling $8500 will be awarded in the Edward J. Meeman Conservation Awards. There will be one grand prize of $2500 and plaque, with the remaining $6000 to be divided into two categories; one for reporters on papers with more than 100,000 circulation, and the other to reporters on papers with less than 100,000. There will be two prizes in each category: one of $2000 and another of $1000. Deadline: Feb. 20.

NEWSPAPER, TV, RADIO PUBLIC SERVICE REPORTING

These are the Roy W. Howard Public Service Awards, given for outstanding public service by newspapers, TV, and radio stations. Two bronze plaques and cash grants not to exceed $2500 will be awarded, one to a newspaper and one to a TV or radio station. Three runnerup prizes of $1000 will be awarded, one to a newspaper, one to a TV station, and one to a radio station. Deadline: March 1.

Fact Sheets dealing with the individual competitions may be obtained by writing The Scripps-Howard Foundation, 200 Park Avenue, New York, N.Y. 10017, where all entries except those in the broadcast division of the Howard Awards should be sent. Address broadcast entries to The Scripps-Howard Foundation, 500 Central Avenue, Cincinnati, Ohio 45202.

Scripps-Howard Foundation